FORMERLY THE SPICE MILL

COFFEE & TEA INDUSTRIES

81st YEAR SEPTEMBER, 1958

A Novel Way To Wake Up America

The coffee crop this year, it appears, will be lavish, a bumper; and so, since the world is complex and perverse, the coffee republics are unhappy. When Nature is kind the market goes to pot, and this interesting figure of speech brings us to our daily suggestion for the improvement of foreign relations. We have a radical idea how all that South and Central American coffee might be used. We propose it be used to make coffee in North America.

Since we cannot keep abreast of all the current scientific literature, we do not know what is being used for coffee in the coffee we're getting these days. We suspect that it is some otherwise unmarketable plastic. It appears to have been through a fire sale. But we are not sure. The restaurant coffee urn may well be where this nation disposes of its used sneakers, socks, razor blades, paint brushes, tooth-paste tubes, and Boy Scout uniforms. There are millions of people at this very minute ordering a cup of coffee who have never known what a cup of coffee tastes like. And not all of them are in public places; in too many homes the coffee seems, on its own evidence, to be made by steeping a carpet slipper in lukewarm soapsuds. The coffee surplus can be transformed from a curse to a blessing by seeing that the pot is clean, the water fresh, the basket filled with coffee. We suggest a heaping tablespoonful per cup plus two for the pot.

BERGEN EVENING RECORD
HACKENSACK, N. J.—July 29, 1958

With Sugared Doughnuts

Coffee is in a parlous way in the coffee-growing countries of South America, and we think we know at least one of the reasons why. Poor coffee in the cups of North America. In its properly appointed state, a brew of coffee is pungent; thick, almost sirupy; it is good to look at, good to smell, good to taste, and, be it sworn by the crown of the King of Beans himself, it *is* good.

There must be many North Americans who have forgotten, or never learned, what coffee, as thus defined, tastes like. They drink a potion of hot water into which a certain amount of coffee flavor has been introduced, almost as an afterthought. In quality it ranges from characterless to middling. There are places where a cup is to be had which is coffee, whole coffee, and nothing but coffee; they are not numerous.

Made fresh and strong and piping, coffee is more than a beverage; it is a boon. A cup of it is the perfect epilogue to a good meal; an ideal accompaniment for a casual interlude of conversation; on waking, a revelatory eye-opener. El Salvador, Brazil, and a dozen or more of the republics to the south are harvesting a bumper crop. Why, then, should ours be any less than a bumper cup?

ST. LOUIS POST-DISPATCH
ST. LOUIS, MO.—July 23, 1958

Let's make it a "BUMPER CUP!"

The editors are right. Let's promote a *good* cup of coffee. The industry's "bumper cup" recipe, "The Secret of *Good* Coffee," will be on over 50% of all coffee cans and bags this fall. If you can win your customers over to the industry's recipe, you'll sell 3 pounds of coffee where you sell 2 now.

PAN-AMERICAN COFFEE BUREAU • 120 Wall Street, New York 5, N.Y.

Coffee & Tea Industries and The Flavor Field, published monthly by The Spice Mill Publishing Company, 106 Water St., New York, N. Y. Subscriptions $4.00 a year, 50 cents per copy. Sept. 1958 Vol. 81 No. 9. Reentered as second class matter June 22, 1951, at the Post Office at New York, N. Y., under the Act of March 3, 1879.

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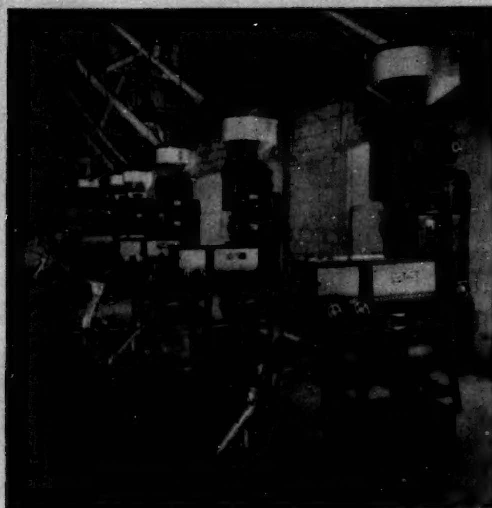

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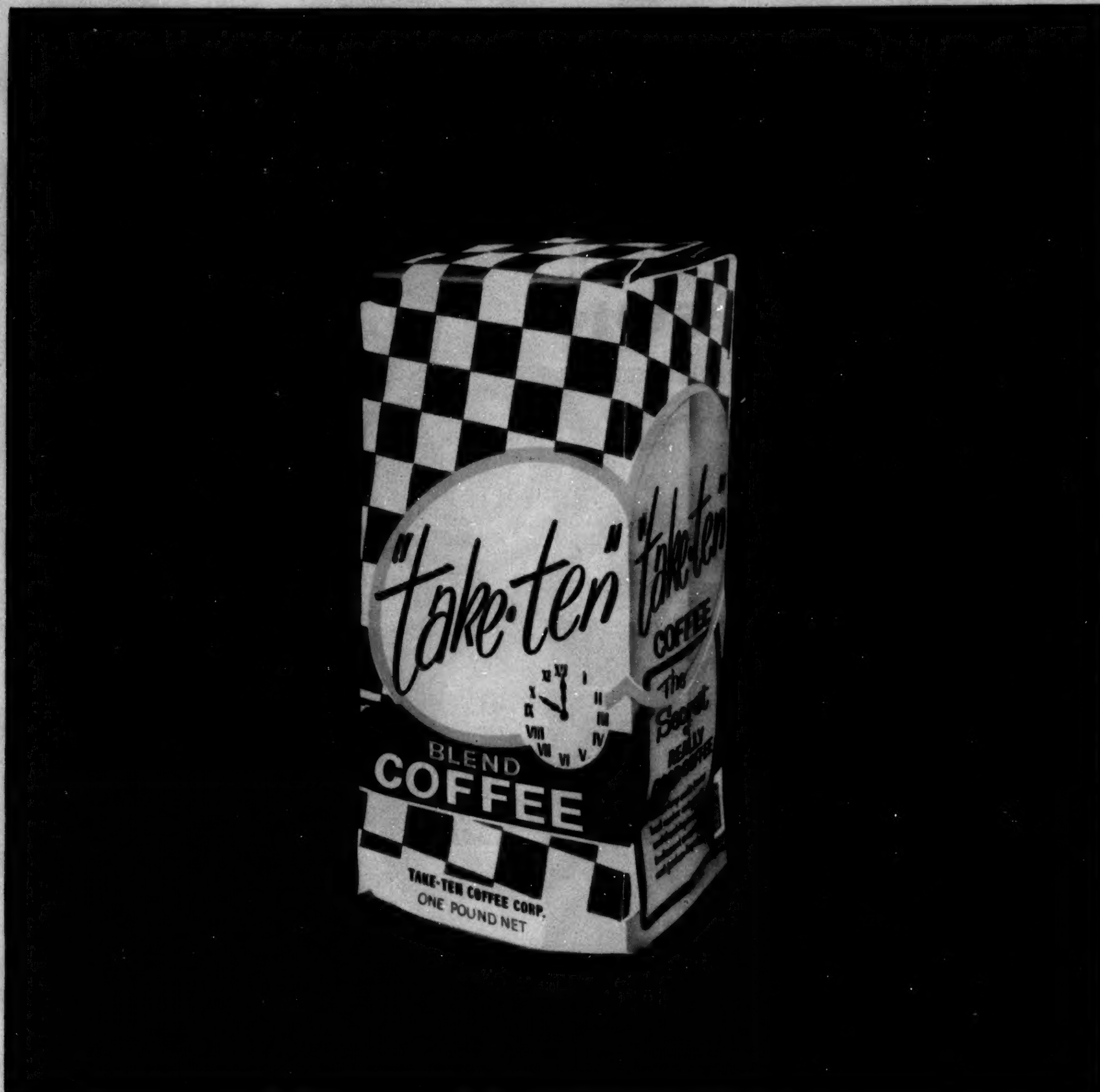

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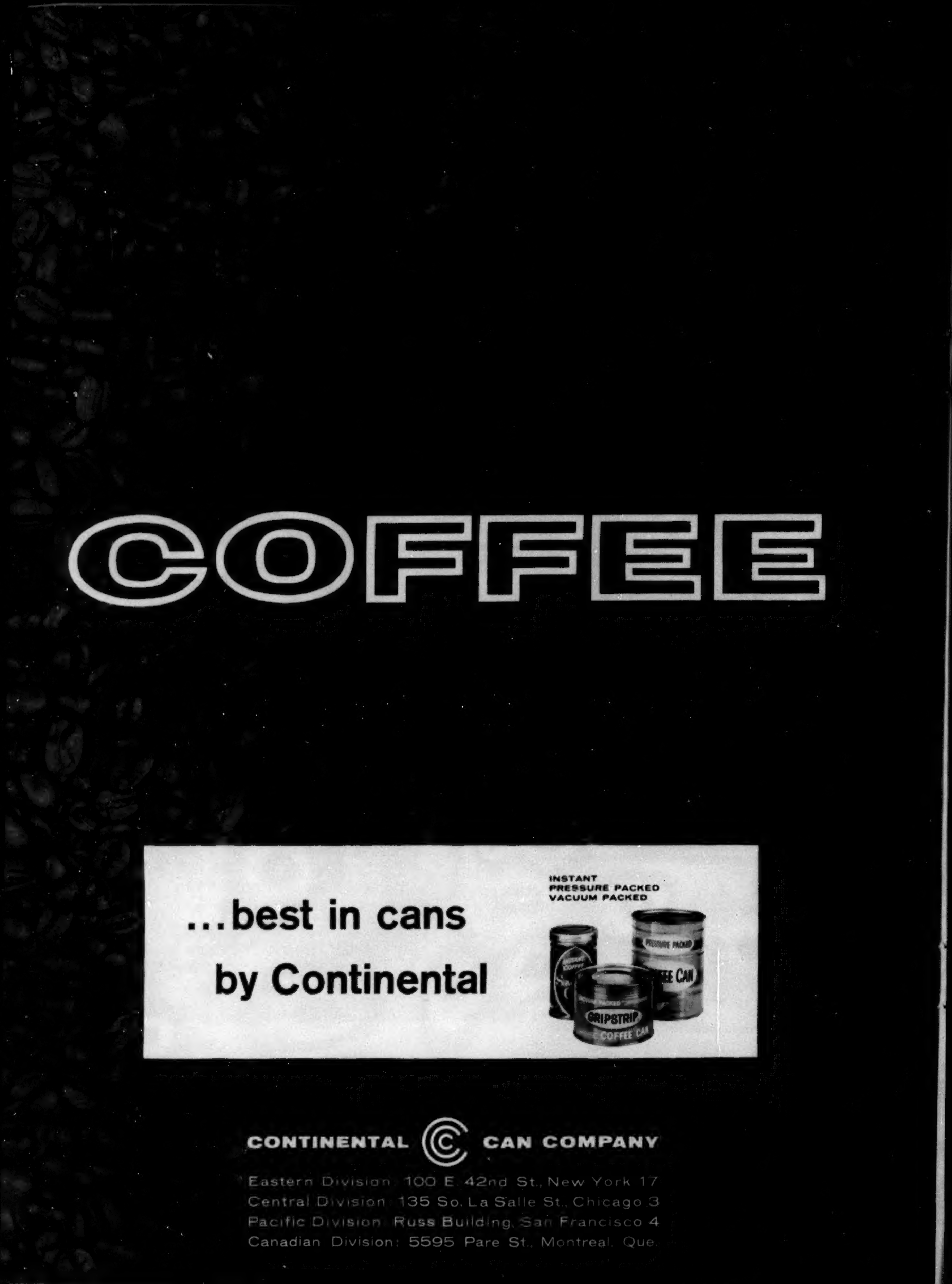
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and The Flavor Field

81st Year **September, 1958** **Vol. 81, No. 9**

Tea's 1958 Convention

Other articles

Departments

Publisher, E. F. Simmons; Editor, Bernard Sachs; Advertising Manager, Ben Kingoff; Business Manager, E. Redmond; Circulation Manager, H. Topper.

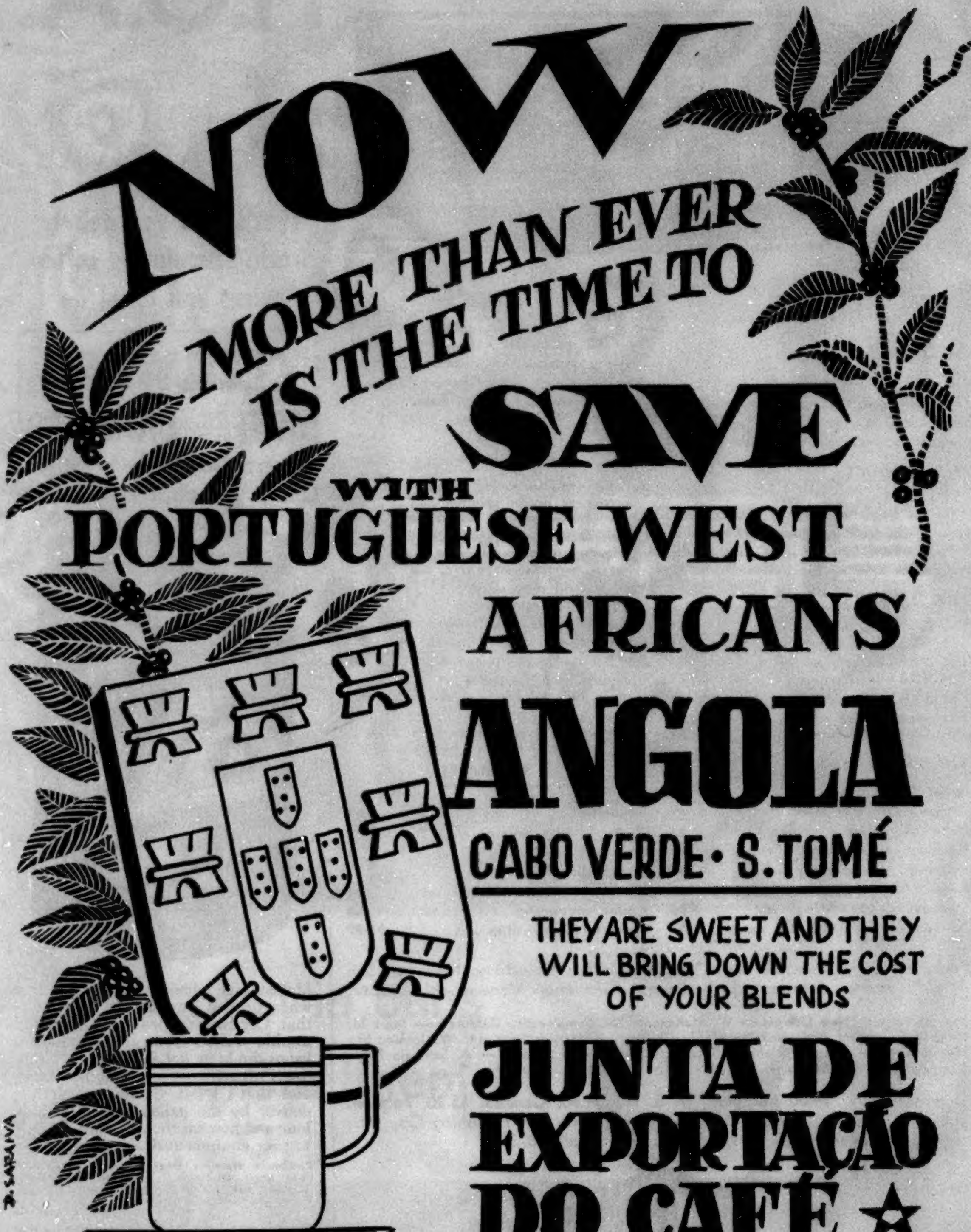
Representatives: **New Orleans** — W. McKennon, 731 Dumaine St.; **California** — Mark M. Hall, 1215 Shattuck Ave., Berkeley, Calif.; **Chicago** — Harry T. Lane, 141 W. Jackson St.; **Mexico City** — Douglas Grahame, Apartado 269; **Rio de Janeiro** — A. Sampaio Filho, Rua Quitendo 191; **Santos** — Tullio Catunda, Praca Maua, 29-s/217.

Subscription: $4.00 per year, U. S. A.; $4.50, Canada; $5.00, Foreign. Published monthly.

106 Water Street, New York 5, N. Y., WHitehall 4-8733.

81st Year THE SPICE MILL T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor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"Tea's Home"
1958 Convention

Tea Association of the U. S. A., Inc.

A COFFEE & TEA INDUSTRIES "FACT-REFERENCE" SECTION

fun at Whiteface

By THOMAS J. O'ROURKE, Chairman
Convention Committee
Tea Association of the U.S.A.

What makes a perfect convention site? Just as no two people are alike, neither are any two points of view on this subject. Therefore, the phenomenon of finding all the convention attributes you want under one roof doesn't happen often.

It has happened, I believe, at Whiteface Inn—located at one of the world's most beautiful settings, directly on the shores of Lake Placid, nestled in the exciting Adirondack Mountains.

To try and describe "Whiteface Inn" in its entirety would consume far too much space. However, I would like to touch briefly on some of the things that might be of interest to you. If you are located at the "Inn" proper, you will find it rustic and "homey." Many of the rooms face the spectacular lake. There are few places anywhere with more beautiful views. If you are located in the Wigwam on the Lake Shore, your friends will be delighted to visit the attractive living quarters that will be yours during your stay at the convention.

During the past few years, a great expansion program has taken place at Whiteface Inn. The most popular point of expansion has been the continuous addition of cottages along the lakefront, which now gives Whiteface the most outstanding cottage colony in all of the Adirondacks and New England.

All the cottages and lodges are furnished in the most modern and comfortable decor, with an Adirondack flavor. Each room has a combination shower-tub bath. All have their own fireplaces, and you will enjoy the warmth of the open hearth when you have your friends in for pre-dinner cocktails.

One of the things that I think is most amusing is the fact that each lodge has a small flag that reads "Log Boy." When you wish a new supply of kindling wood, the flag is placed in a socket just outside the door, and before you know it, a fresh supply of logs is made available and tended to by houseboys who build you a nice, crackling, pine-scented

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fire. . .all of which lends itself to a feeling of well-being.

The success of previous tea conventions was largely due to the splendid cooperation of all you tea people and friends who attended. You put our social affairs over with a bang, each and everyone of you took an active part. Last year's "Circus Nite" was most colorful, because you made it so. This year offers a real challenge to your imagination. The Monday evening social affair will be built around a Hollywood night.

It's going to be the biggest Hollywood party ever—and your role is any part you want to play. You can be different. You can be daring. You can be any character your heart desires.

Just think, a woman can be the Belle of the Yukon or Sadie Thompson, Tugboat Annie or Daisy Mae. She can be Cleopatra, Snow White, Salome, Annie Oakley, Pocahantas, Alice-in-Wonderland, Scarlet O'Hara, the Bride of Dracula, Betty Boop, Cinderella, Belle Starr or Madame Butterfly.

The possibilities are without limit. Chorus girls . . . slinky temperamental leading lady types in mink, dark glasses and lounging pajamas . . . gun molls for gangster films, any character you choose will do—cartoon, fictional or real.

The men have just as much scope. Picture yourself as a Viking, Sinbad the Sailor, Popeye, Charlie Chan, a Keystone Cop, Tarzan, Nanook of the North, Little Caesar, Davy Crockett, Rhett Butler, Mickey Mouse, Dr. Jekyll, Sherlock Holmes, Frankenstein's Monster, Pirate, Hopalong Cassidy or the Hunchback of Notre Dame.

Or play a straight part. Be an old time director in puttees, *et al.* Or a cameraman, a producer, or just a Hollywood-and-Vine-type big bad wolf.

It's fun for all at this cinema ball. A howl a minute—you've got to be in it. Everyone's on stage for a night of surprises on Monday eve, when the curtain rises. It will be 60 years of movie-making rolled into one fabulous night.

I'll be there to extend to you a most hearty welcome, but it won't be a success without you . . . Please join us.

"teamwork is still the key"

By ROBERT B. SMALLWOOD, Chairman
Tea Council of the U.S.A.

In my opinion, this year's tea convention will be one of the most important ever held. There's been lots of confusing talk about economic recession in 1958, and I think the convention will give us a good opportunity to discuss just how the tea business has been affected.

Certainly official government reports covering the first six months indicated trouble in some industries. Output of steel, automobiles and new plant expansion were three significant examples. As a result, the index of industrial production was down 13% and employment 2% from comparable year-ago figures.

Other governmental releases, however, showed much more encouraging trends. Total personal income during the first half of this year was slightly ahead of the same period of 1957, and population was still growing at the usual rate of almost 2% a year. Grocery business was particularly good, with sales running 8% over last year. Except for automobiles, other lines of retail trade also showed continued progress.

Now we come to the real puzzler, because in spite of increased grocery store sales, tea imports were off almost 7% during the first half of 1958 versus 1957.

Fortunately, as we have learned many times in the past, imports do not always tell the whole story. The truth is that consumers have been buying more tea, and gains in recent months have averaged 3% to 5% over the year before. Import figures are down temporarily due to stricter trade inventory controls placed on many products during the early part of 1958.

It is always difficult for anyone to maintain enthusiasm when he thinks he's running on a treadmill. The point is, we are definitely not on a treadmill in the tea business. Progress is being made and will continue as long as the excellent teamwork that has typified our industry in recent years is not allowed to falter. We still have the opportunity to greatly expand the market for our fine product. Experience has told us that the job is not an easy one, but it can be done through the combined efforts of the whole industry.

We believe the Tea Council campaign has performed very well over the past year. The advertising has been effective and the usual outstanding work has continued along publicity lines. Of course, we must always remind ourselves that good as these activities are, they simply cannot handle the whole promotional assignment. The biggest push has got to come from the tea companies themselves.

At the convention, we'll hear about the Tea Council's plans for promoting hot tea during the coming winter season. A tremendous amount of work has gone into these plans. I feel certain that if all companies will tie-in their own marketing programs with the Council's efforts, we'll see continued increases in consumer purchases of tea and corresponding gains in imports.

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Tea's home

By EDWARD C. PARKER, President
Tea Association of the U.S.A.

The tea industry at the present time should be able to look ahead with confidence. This confidence should come from the results of our efforts, achieved both collectively and individually, during the last ten or more years.

Collectively, or in other words as an Association, we have in recent years had highly successful conventions and midyear meetings.

Our 13th annual convention, being held at Whiteface Inn, promises to equal any we have ever had, both in its business sessions and its social activities.

Our second annual joint weekend meeting of the Senior and Junior Boards of Directors of the Association and the Board of the Tea Council was voted as a huge success, and is now a fixture as an annual event.

It should never be overlooked by anyone in the trade that these joint meetings produced more new thought on the part of all directors than any that proceeded them. It made all of us more conscious of our problems, and of the help that we could receive from the Junior Board in studying those problems and in trying to get answers by positive action.

It is possible that one of the major achievements of the past year would not have reached its present position had it not originally been discussed so thoroughly at the first weekend meeting. We refer to the Tea Center, which after these many years now seems an accomplished fact.

The planning and work which has gone into the Tea Center during the past year is in itself one of the outstanding examples of collective achievement. Looking back one year, it seems almost unbelievable that we should have accomplished so much toward having a Tea Center.

As for our future as a group, we are fortunate that we have new interests working to make the Association strong and that more people from many of the member firms will, in the coming years, be more closely affiliated with the work of the various boards to create a better trade in which we can all work. This splitting of responsibilities and the opportunity of getting ideas and help from a greater number of experienced members of the industry will be of enormous benefit to us.

The Tea Council, with increased funds and more efficient use of all the money being spent, is taken so much for granted now that we forget what it represents and the work that went into its creation.

Let us remember that it is a unique partnership of foreign governments and an American trade, created for the purpose of promoting increased use in the United States of a foreign grown product.

Let us not forget how difficult it was to create such a partnership originally, and then to increase its usefulness by obtaining additional funds and applying them so much more effectively.

When we realize all the labors of present and former directors and staff members in starting the Tea Council, and the growing pains of the early years, we can as a trade be thankful that we now have annual receipts of $2,250,000. We can be pleased that it is being spent on an effective advertising and promotion campaign, and that a minimum amount is needed to administer this powerful program to increase the consumption of tea.

Individually, too, the members of the trade during recent years have been most energetic in their efforts to increase the total business.

Brand progress, too

There probably never was a period in which so much new point-of-sale material was introduced and so many improvements made in the packaging of tea. More people are conscious of the various new tea advertising campaigns, all of which are not only different and interesting, but also stick to the point of how good hot and iced tea are.

We have taken some giant steps in line with the constant searching of the American tea industry for new and better ways to sell its product.

Certainly the family size tea bag is well on its way—after some faltering steps—to becoming an established part of the line of tea bag packages sold by the grocers in this country.

Undoubtedly, instant powdered teas are making progress and becoming more acceptable to the consumer each year. This type of consumer package increased the total consumption of coffee, and may eventually do the same for tea.

All together, we can look back on some notable achievements—and forward to such a bright future that the theme of our convention seems right. We can say that "Tea's Home".

Tea's 1958 Convention — The Product

CTC and "fresh leaf" teas for tea bags

By GEORGE F. MITCHELL

Now an independent consultant on tea, George Mitchell has a distinguished history in this field—in some respects even unique. For example, he grew tea in South Carolina and Texas. We don't know any other tea man who can say the same. The tea growing was part of United States experiments to see whether it could be done commercially in this country. It couldn't.

Mr. Mitchell was Supervising U. S. Tea Examiner, a tea expert for the Army, and did tea purchasing for the Armed Forces after the war.

He may, though, be best known as manager of the tea department of the General Foods Corp. He is still serving General Foods as a tea consultant. In addition, he acts as consultant to Antony Gibbs & Co., Inc., tea importers.

Mr. Mitchell was president of the Tea Association for three terms. It was during one of those terms that the first convention of the Tea Association was held.

Apart from his positions, George Mitchell is known in the trade as a tea man who combines sound knowledge of tea with youthful curiosity and mature scientific approach. Results of this combination of traits are occasionally visible at tea conventions: e.g., tea flavored ice cream and a bottled, carbonated tea drink.

The tea industry, especially in the manufacturing end, is not given to radical innovations. But the two latest developments—CTC (crush, tear, curl) and non-wither Legg-cut or "fresh leaf" black teas—deserve much study and consideration in this country. Both types are well suited for the production of blends for both individual and institutional iced tea bags.

In the last few years, many articles have been written about these two teas by this writer and others. In this article, I intend to show the great value of these two teas in blending for tea bags in the United States.

Tea bags represent a major share of the tea volume in this market. I'm told they account for 56% of the household pack, and over 95% of the tea for hotels and restaurants, as distinct from institutions.

These two teas do not lend themselves to being used alone, but are useful when blended with teas of orthodox manufacture, or when the two are blended together. The CTC's furnish a quick brewing colory liquor with much body, and fresh leaf gives a red liquor with briskness, bright infusion and strength.

Before discussing these two methods of manufacture, we must realize that the tea leaf is made up of thousands of cells. C. R. Holar reports in his book, "The Culture and Marketing of Tea, Second Edition" that tea leaf is about 1/100th of an inch thick and that the individual cells have a width of about 1/1000th of an inch. From this we can see that the greater the number of cells broken or distorted by rolling or cutting, the greater the amount of the plant juices that will be available for curing and drying on the leaf and, of course, these dried juices should make tea with more body and color when the finished tea is infused.

In CTC, the breaking or cutting of these cells takes place after withering; in Legg Cut or fresh leaf without withering. While both methods furnish more body and color to the infusion, there is a decided difference between the liquors obtained by these two methods.

In the CTC process, the cells in the leaf are so lacerated in the McKercher's machine that the greatest amount of soluble matter is expressed from the cells and is spread over, and dried on, the leaf. During this process of crushing, tearing and curling—which is accomplished after withering and rolling—all of the water soluble juices of the leaf ase easily dissolved, furnishing color and body to the liquor—a most desirable quality, especially for individual tea bags.

Under the CTC process, few leaf grades are produced, namely B.P., P.F. and Dust. However, if the leaf is very tippy, the tips are removed by sifting before cutting in the McKercher machine, and fired separately. To better carry out the objective of the CTC process, the leaf is generally passed through the McKercher machine several times to break as many cells as possible, so as to in-

crease the amount of juice before fermenting and drying or firing, all of which means more body and color in the cup.

Non-wither black tea, known as 'Legg-cut or fresh leaf manufacture, is in my judgment one of the most important contributions to tea blenders, since the leaf is uniformly cut into small strips without withering. After cutting, the strips can be rolled without breaking, and are oxidized or fermented and then dried, all in less than two hours from the time the green leaf is brought in from the field.

Even "rains" teas can be perfectly controlled at each and every step by eliminating the withering process. The green leaves go directly into the Legg cutter and are sliced into small strips anywhere from 32/100 to 70/100 to the inch, according to the width selected, the strips can be rolled in an ordinary, or modified, tea roller.

The rolling of these small pieces causes most of the cells to be broken, and the juices spread throughout the mass, which is evenly oxidized or fermented. This fermentation or oxidation begins in the roller and is completed in the fermenting room. In this method, oxidation or fermentation is very rapid, and has to be watched with tender care so that firing can be started when the oxidized leaves reach the well known bright copper color and possesses the proper "nose."

The uniform pieces produced by the Legg Cutter allow the firing to be uniform and thorough, which enhances the keeping quality. This has been shown by tests I have made at varying degrees of temperature and moisture in bona fide testing cubits, when checked against fannings produced by the orthodox method, necessarily dried with large and small size pieces of leaves separated after drying.

Fresh leaf teas are generally graded O.F., P.F. and Dust.

I shall not try here to suggest any formulas for specific blends for individual tea bags, but I have attempted to point out that from my experience in blending tea for tea bags, where infusion, color and body are so essential, it is well to use a good quality of CTC along with orthodox made teas, and there should also be included Legg-cut or fresh leaf teas from North India to add color, body and briskness.

For iced tea bags, where it is so necessary to avoid "creaming down," the orthodox teas should be blended with South India, Ceylon or African fresh leaf tea to give a red color with the much desired briskness or pungency—which the discoverer of this method so rightly calls "freshness" or "vitality."

how "fresh leaf" teas developed

By G. S. NAPIER-FORD

This addendum to Mr. Mitchell's article is a bit of history in the making. It is an account of the development of the Legg-cut or "fresh leaf" method of manufacture by the man who discovered it, Mr. Napier-Ford.

The material is from a letter to Mr. Mitchell, and appears here with the kind permission of Mr. Napier-Ford, senior partner in the well-known firm of Sanderson & Co., London.

"Fresh leaf" tea originated in 1932, when I was experimenting with a miniature Legg Cutter on an estate in Ceylon. My experiments were designed to produce a large proportion of fannings, for which world demand at that time was steadily increasing.

These experiments were confined to cutting leaf which had been withered in the orthodox manner, until I found that cutting before withering resulted in the leaf withering very rapidly, and that this rapidly withered leaf produced very much better quality than similar uncut leaf withered normally for 18 hours.

During the course of cutting large quantities of fresh leaf, preparatory to withering, I noticed that rapid fermentation occurred on the cut edges of the fresh leaf and that a very attractive aroma developed as this fermentation proceeded.

I then cut fresh leaf with the object of exploring this aroma during fermentation, and found that as the fermentation increased, the aroma intensified to a most attractive scent, like flowers, and quite unlike the ordinary aroma of fermented withered leaf.

This gave me a revolutionary idea, and thereafter my experiments were entirely confined to the cutting of fresh leaf.

I moved my cutting machine to various estates, some at the highest, some at the lowest elevation, some in wet and some in dry climates, and discovered that fresh leaf when cut behaved in the same way everywhere and always developed the same attractive aroma. I also noticed that the rate of development was greater in a hot climate than in a cold climate, and that the rate also varied according to the amount of water on the leaf.

Gradually, through innumerable experiments, a clear-cut and rather startling theory came to me, and this theory has guided all my subsequent work.

Briefly, my theory is as follows.

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$1,200,000 TV CAMPAIGN

(biggest yet for hot tea)

An instant look at tea

By JOHN M. ALDEN, Vice President—Marketing
Coffee Instants, Inc.

During the past summer weeks, there has been a new look on the tea shelves in tens of thousands of America's great supermarkets. In hundreds of thousands of homes, a new buying decision was born. In over a million households of America, a new beverage is being welcomed and enjoyed.

Actually it is not a new beverage. It is one of mankind's oldest beverage friends . . . but in a modern, purposeful and welcome form: *instant tea.*

After a decade of dormant hibernation on store shelves—*too basic a product idea to die, too neglected a beverage specialty to grow*—instant tea is fast coming to life on the grocer's shelves. It's causing a stir at the check-out counters. It's getting the big stir in iced tea, and as a hot beverage, too, in homes and in restaurants.

In recent weeks, America's dominant brand name in teas has launched a test in a multiple group of markets. Every major brand operation in the tea segment of beverage industry is probing, planning and/or programming the marketing of an instant tea. The national chains, the secondary chains, the retail co-ops, the regional tea packers and distributors, even wagon jobbers, are surveying the sales and profit potentials of instant tea; evaluating the marketing approaches for the year ahead; making product determinations; searching out satisfactory sources of supply. All indications point up the year '59 as the "gold rush" year for instant tea prospectors.

The rumblings on the instant tea front are reminiscent of the instant coffee sounds after World War II. Tea packers, processors and distributing companies are becoming aggressive in selling, promotion and advertising pressures.

Retailers are making better product presentations of instant tea. And most gratifying, the consumer market is responding with more users, more repeat purchases and more regular and frequent usage of instant tea.

More sales

As anyone who has recently checked tea department fixturing in food stores from coast to coast knows, one or two brands of instant tea could be found in practically every store, with but *a single facing per brand.* Suddenly this summer, despite the acute shortage of shelf space, and in the midst of brand battles of thousands of dry grocery items for *just one more facing,* in stores where there has been but one brand of instant tea there are now two brands. Where there had been two brands, there are now many shelves with three and even four brands. *And more importantly, there are now two and three and more facings per brand.* That means instant tea is now being given shelf power by the supermarkets. And shelf push is being reflected in stronger consumer pull. In many supers, instant tea is being given dislocated displays, weekend advertising and special promotion. The sales results are most gratifying.

Recently, a large super in the West featured a 65-case mass display of instant tea and sold 27 cases over a three day weekend. That was a greater volume on one brand than that store had enjoyed on all instant teas during the previous year. Iced tea was the sales theme. The store's unit sales of instant tea during the weekend even exceeded the unit sales on bag tea. More importantly, it attracted *new* tea users. And new users are so important to any food or beverage, especially tea.

More facings

Then there's the interesting tea-totaler of the regional roaster and food wholesaler whose monthly sales of instant tea averaged 35 cases monthly during the past year. This company launched its own brand in June and has jumped its instant tea volume 1,000% in a few weeks. Not world-shaking volume, but a highly significant index of sales potential to be harvested in the time ahead. It is an especially exciting figure when compared to the monthly volume in the past of a network of stores with an annual retail volume of one and three quarter billion dollars and an instant tea case volume last year of less than 7,500 cases. We also enthuse in the efforts of a regional tea packer with dominant brand position beyond the great divide. This operator put on an institutional drive in a prime trading area that resulted in its instant tea being successfully and profitably featured in most of the city's restaurants, producing satisfied consumers, more profits for the restaurateurs, good extra business for the tea packer.

The consumer market is ready for instant tea. The retailer is awakening to the greater sales and profits per foot of shelf space that is his to make on instant tea: e.g., with six lineal feet of instant tea, he can equal the total profits on 60 feet of bag and leaf tea. And the retailer wants the consumer to have what she wants. This basically is what is setting the pattern for sales development on instant tea.

Now, what does instant tea hold for the tea industry? The big packer, the small packer, the grower? Instant tea opens a new sales vista . . . a broader consumer base. Although instant tea may not be of interest to the older "leaf" market, we predict it will do a job of cannibalism on the bag tea segment of the market, eating heavily into the iced tea user market, and with time, severely into the

(*Continued on page 44*)

the food store sells hot tea

How is the product moving in the chains? Here are some figures—on tea bags, loose tea, package sizes, instants —and ideas from food operators: a C&TI field report

How hot is hot tea in the food store?

From an industry viewpoint, this year's increase in tea sales looks good, mighty good.

For an objective look at one section of the tea picture, COFFEE & TEA INDUSTRIES turned to the grocery operator, the man who is in a prime position to observe tea's progress.

First—the statistical side.

Chain Store Age, a leading magazine in the food merchandising field, has just completed a monumental study of product sales in food chains. In the category, "food chain," they included any firm that had two or more stores. There are some 27,000 such firms in the country.

The editors informed us that in 1957, tea business in these food chains amounted to $86,000,000, or 4/10 of 1% of total sales.

There is a small footnote. The amount has dropped slightly since last year. When you remember that each tenth of 1% equals approximately $20,000,000, any change, no matter how "slight," means a dollar loss to be reckoned with.

HE-MAN TEA-MAN: Floyd Patterson, world's heavyweight boxing champion, pauses for hot tea while training for his successful title match against Roy Harris, the challenger from Cut and Shoot, Texas.

However, the estimate is that in 1958, tea will again represent about 4/10 of 1% total food chain sales.

In a $20,000-a-week store (and this is what the typical supermarket earns), Chain Store Age continues, tea runs roughly 9 cases a week on the average throughout the year.

These cases are, in turn, broken down among the various types of tea.

Tea bags account for 7¾ cases, loose tea for about a case, and instants and liquids for about half a case. Interestingly enough, within the tea bag category itself, there are four further breakdowns. That is, tea bags wrapped 48 to the package are the biggest seller and account for 3¾ cases; 100's go a case and a half, the 16's another case and a half, and the last case is divided among other varieties.

Another small addenda here that has some bearing: Chain Store Age observers found that the introduction of instant teas and coffees had created an important new class of products. "Instant coffees, in particular, have gained an important place on the store shelves."

This, then, is the way tea moved in food chains throughout the country in 1957.

But how much of this mass movement was "hot" tea as a separate and distinct entity from "iced" tea?

For the answer to this question, COFFEE & TEA INDUSTRIES supplemented its statistical probing with down-to-earth talks with top food merchandisers.

Their comments, bolstered by facts from the sales ledgers, led us to one basic conclusion. The outlook for hot tea is good. Said George W. Jenkins, president of Publix Super Markets, Inc., a firm based in Lakeland, Florida: "Our records for the past few years show by the increased sale of tea bags that a larger percentage of hot tea is consumed each year, indicating that there is a great future for hot tea."

There is a rich, fertile market waiting. *But*—it will take a constant and consistent program of promoting hot tea, in the way that iced tea is promoted, to tap it.

Merchandisers agree with Mr. Jenkins when he says that "the individual companies and the Tea Council are doing advertising and merchandising job." However, too many of them report, quite frankly, that the retailer concentrates his best efforts on the iced tea season—or worse, on other beverages and not tea at all.

Here is a fairly typical comment. Says L. H. Blitch, grocery merchandising coordinator for the Winn-Dixie

Stores, Inc., operators of the Winn Dixie and Kwik Chek Food Stores: "Our stores sell a lot of tea, but the major part of our sales, I am sure, is used for making iced tea . . . We give ample shelf space to tea and feature it prominently on end displays and in our advertising—but mostly in the summertime."

J. D. Hughes, general merchandising manager of the New York region of the Grand Union Co., a chain with 433 stores in 11 eastern states, the District of Columbia and Canada, has a similar story to tell:

"Our own efforts have generally been concentrated on iced tea during the spring and summer, when the best selling results seem to be assured."

How can hot tea be better merchandised and promoted via the food store?

"You can't get sales from hoping—you have to *do* something." This is Pasquale D'Agostino, President of D'Agostino Bros., a small, but fine, regional chain in New York, speaking.

The D'Agostino stores are selling more tea than they ever have before. "'Take Tea and See' is definitey working," says Mr. D'Agostino.

But even though his customer demand for tea is greater, Mr. D'Agostino admits that in his stores they don't put on special sales of tea as they will on coffee, for example. The reason? No cooperative advertising.

"We always have a floor display on instant coffee because there is a special allowance." What is needed to push tea in the food store, Mr. D'Agostino says, is more of the attitude: "This is what I'll do for you if you will do thus and so for me." In two words—cooperative advertising.

Advertising and display allowances by the manufacturer of so much per case are special favorites of the Publix Super Markets, also. This chain receives propositions for many hundreds of promotions each year. It can only handle 12 major ones and a fraction of smaller promotions. It stands to reason that the promotions management will accept and foster are the ones that offer them the best deal.

In a progressive grocer study of six Super Valu Markets, a voluntary group of stores in the North Central States, the way in which products respond to special display treatment was noted. Tea bags registered an unusually fine reaction.

When two items were displayed, weekly sales from the shelf were 9 units, but from the special displays they were *166*, representing a 1,744% change!

What special technique is required to promote hot tea in the food store? "The only 'technique' necessary is *good* tea," says E. S. Powell, of Gristede Bros., Inc. "The best way to advertise tea is to make good tea and tell people how to prepare it properly."

Lauris S. Godfrey, coffee and tea buyer for the Stop & Shop chain, is convinced along the same lines. "Hot tea does have an excellent sales future as it is an economical drink and the consumption of tea per capita is a great deal lower than that of coffee, for instance."

There are 90 Stop & Shop stores in the New England area. They run promotions on hot tea all through the year, but not usually of the tie-in variety. "Tie-ins tie the customer down to buying something she may *not* want along with something she *does* want," says Mr. Godfrey.

As for what can and should be done to promote hot tea still further, Mr. Godfrey feels that the "various people in the tea industry should concentrate their efforts on getting a much larger consumption of tea per capita." He likes the approach now in use to achieve this—the build-up of tea as being good for you.

"Our total warehouse shipments for the six-month period of January through June, 1958, versus the same period of 1957, were increased 5%," reports J. D. Hughes of the Grand Union Co. "Included in this increase of 5% is a very sharp drop in the bulk pack teas 'Private Label and Advertised.' Tea bags, however, in the 16's showed a decrease of 1% while the 48's and 64's showed an increase of 18% and the larger sizes, 80's and 100's, showed a very fine increase of 28½%."

To summarize, increasing tea sales in the food store, according to the men who work with these outlets, will take a full-time, three-part program:

1. *Within the tea industry*—to concentrate all efforts at all times of the year on both sides of the product, hot and iced.

2. *With the food merchandiser*—to offer him concrete and open, not hidden, persuaders, which would encourage him to initiate hot tea promotions.

3. *With the consumer*—to remind him constantly of the pleasures and benefits of tea drinking.

Convention Program

Here's the business program for the 13th annual convention of the Tea Association of the U.S.A., Whiteface Inn, on Lake Placid, Whiteface, N. Y., September 28th-October 1st.

Monday, September 29th

9:30 a.m.—Business session opens. Awarding of door prizes. 9:40—President's report by Edward C. Parker. 9:55—Hector Lazo, Senior Professor of Marketing, New York University. 10:30—Calvin D. Johnson, Special Representative, Remington Rand Division, Sperry Rand Corp. 11:00—Henry Kearns, Assistant Secretary of Commerce for International Affairs, U.S. Department of Commerce.

Tuesday, September 30th

9:30 a.m.—Awarding of door prizes. Robert Smallwood, Chairman, Tea Council of the U.S.A., chairman of the day; 9:55—Carlyle Wall, Vice President, A. C. Nielsen Co. 10:20—Fred Rosen, Fred Rosen Associates, Inc., on public relations for tea. 10:35—Charles M. Dering, Account Executive, Leo Burnett Co., Inc., on advertising program for tea. 11:00—Brigadier General R. L. Scott, U.S.A.F. (Ret., formerly Director of Information Services, U.S.A.F., author of "God Is My Co-Pilot". 11:40—Annual meeting.

Wednesday, October 1st

9:40a.m.—Awarding of door prizes. 9:50—Chairman of the Day, President-Elect of the Tea Association. 9:55—Joseph Shensul, President, National Restaurant Association. 10:15—Tea Center: Robert Smallwood; C. William Felton, Henry P. Thomson, Inc.; Fred Rosen. 11:15—Harrison Salisbury, Pulitzer Prize Winner, formerly Moscow correspondent for the New York Times, now on special Washington and New York assignments for the Times.


PRESSURE PACKED
SEAL BRAND
Chase & Sanborn
COFFEE
PRESSURE PACKED
SPECIALLY PACKAGED
TO PROTECT THEIR
SPECIAL QUALITY
SEAL WRAPPED
IN
ALUMINUM FOIL
Tender Leaf
BRAND
TEA
STANDARD BRANDS INCORPORATED

the restaurant sells hot tea

Tailor your "sell" to the restaurant. . . each is different from the others. Consider these C&TI field report examples. . .

By S. P. GERBER

The problem of what sells hot tea in restaurants is largely a matter of *who* is doing the selling.

You may say, "But that is true of selling anything. In the final analysis, it is the salesman, not the product alone, that sells."

As far as beverage merchandising in restaurants is concerned, however, "salesman" takes on varied significance. Restaurants themselves are widely diversified, and with this diversification comes also a divergence in selling problems and selling techniques.

The quick lunch, fountain-type operation would hardly be confronted with the same difficulties of tea preparation, service and promotion as the Waldorf-Astoria Hotel.

The type of public feeding establishment—cafeteria, drug store, hotel dining room or general restaurant—and the differences that set it off from other restaurants within its own category—these factors determine the tea merchandising techniques management will adopt.

COFFEE & TEA INDUSTRIES' conclusions are borne out by talks with operators who are representative of various restaurant types. Each one is interested in selling more hot tea. To achieve this end, however, each one concentrates on a different facet.

Schensul's

For instance, consider Schensul's Cafeteria, a long-established restaurant that bills itself as "Kalamazoo's Pride, Michigan's Finest, One of the Nation's Best." Here are its outstanding characteristics:

1. Schensul's is a self-service operation, with a seating capacity of 420. (Significance as far as tea merchandising is concerned: A lot of people have to be able to serve themselves easily and in the way they like it; there are no waiters or waitresses to tend to their individual needs).

2. The restaurant is only open for the lunch and dinner periods. There is no service during breakfast or in between hours. (Significance as far as tea merchandising is concerned: Beverage preparation has to be simple and fast because consumption of large quantities has to be crowded into a few short hours.)

3. There is only one Schensul's. (Significance as far as tea merchandising is concerned: When the customer drinks a cup of tea here, it should make a lasting good impression. The customer can't make comparisons like, "The tea in this branch is not as good as the tea in that other Schensul's." He must instead say, "At Schensul's, you always get a good cup of tea.")

Considering these three aspects of its operation, it is only natural that the one element Schensul's regards as its most important salesman of hot tea is the *quality* of the tea.

"We so very often hear it said that such a restaurant serves 'good coffee,'" says Joe Schensul. "But have you ever heard anyone remark that a certain restaurant serves 'good tea?'"

Mr. Schensul is in a better position to make this observation than most. He is president of the National Restaurant Association and a member of both the Michigan and Ohio restaurant associations.

"In tea, I am sure, as in anything pertaining to food, we must remember that there is no substitute for quality . . . to improve hot tea sales we must first have a quality tea."

So, the emphasis in a Schensul-type of operation is on quality of product.

Sun Ray Drug

When you get to a fountain operation like the Sun Ray Drug Co., with 80 units spread over the eastern states, the question of what sells hot tea becomes personified. Service people are the single most important factor here, according to Joseph Lichtenstein, director of fountains for this company.

It is the waitress who has to prepare and serve the cup of tea. It is also the waitress who through her suggestions can sell more tea. "We, meaning management," says Mr. Lichtenstein, "talk a good game. But we are not there, on the firing line, selling the customer directly." For this, we have to depend on the waitress.

The process of preparing tea is only slightly, if at all, more difficult than drawing a cup of coffee. Yet if the waitress is convinced that it is much harder to serve tea than coffee, she very likely will not push the sale of the beverage.

If he had his way, Mr. Lichtenstein would direct all tea promotion to service people—waitresses first, the fountain managers. "Waitresses are just as prone as the public to promotions, prizes, etc. In fact, they *are* the public."

"Why not conduct contests for waitresses who sell the most tea, present them with little badges for effort?" says

Mr. Lichtenstein. "Or educate them to the proper techniques of tea preparation and service, and facilitate the learning process with a small gift box of tea?"

Next to service personnel, a major factor in making more hot tea sales in the fountain operation is visual appeal.

"Any item has to be in front of the customer at all times," says Mr. Lichtenstein. Sun Ray does this with iced tea. They depend "100%" on Tea Council materials like cutouts, tip-ons and table tents.

However, "truthfully, we don't promote hot tea because it doesn't sell as much as coffee." After he had made this statement, Mr. Lichtenstein amended it by saying that "it's a question of which came first, the chicken or the egg," whether consumer indifference to hot tea came first or was, rather, a direct result of lack of promotion.

At a fountain, a customer can do little but stare at food preparation equipment while he eats his meal. Mr. Lichtenstein would like to see the tea industry capitalize on this captive audience.

"If you could figure out some way of attaching a tea bag dispenser, like those that hold paper cups, to the side of the hot water urn, it would accomplish two things: (1) Remind the waitress that the hot water urn is also a big teapot; (2) Suggest to the customer that he try hot tea."

As things stand now, tea bags are kept *under* the urns, out of sight, while coffee has the 100% location.

Another unusual visual air that should be developed, said Mr. Lichtenstein, is a cover for the urn valve handle that would read, visibly and attractively, "Tea." "In that way," he says, tongue in cheek, "you can use the coffee urn to sell tea." Tea packers might have these covers made up to sell to fountain operators at a special price.

In the quality hotel dining room, the attitude toward hot tea merchandising is quite different.

Sheraton

"As a matter of record," says William Morton, second vice president of the Sheraton Corp. of America, "I think the major effort in behalf of tea has been done by the Tea Council, and we of Sheraton Hotels have always been pleased to list tea along with other beverages."

However, Mr. Morton goes on to say, "we have not, to my memory, made any special effort in behalf of this beverage in our restaurants because if we did we would find ourselves in a never-ending circle which would go from tea to coffee, to milk, to Coca Cola, to Pepsi Cola, etc.

Instead, they see to it that "tea is listed on our menus and we feel that in this way we are making the beverage available to our guests." Management does this as a matter of course. Its clientele, from countries all over the globe, have a wide variety of tastes. Management wants to meet as many of these as possible, and plays no favorites.

But—and this is a major but—show the high-class restaurant entrepreneur a way to make a unique customer service out of tea, and he will go all out.

You may remember some months back when COFFEE & TEA INDUSTRIES related how tea service had become a social institution at New York City's famed Waldorf-Astoria Hotel. The Waldorf prides itself on serving 27 different varieties of tea during the afternoon teas. When this reporter spoke to Monsieur Philippe, major domo of the hotel, he suggested that unless a girl's beau took her to the Waldorf at least once for these swank afternoon teas, it was practically the equivalent of not having been given a coming-out party.

The Sheraton chain will shortly open up two specialty restaurants of the Polynesian type, in which hot tea will be an essential item on the menu. By "Polynesian," Mr. Morton means that the dining rooms will be on the style of Trader Vic's, typical "island" rooms where hot tea is a traditional part of the meal, and where no other beverage will be served unless specifically requested.

One Polynesian room, now under construction in Montreal, will open in the fall. Another, incorporated into the new Sheraton Hotel going up in Portland, Oregon, will be inaugurated shortly after. The management is considering several additional "island" rooms in various hotels throughout the country.

Where tea becomes an integral part of a unique type of service, hotel restaurant management will make every effort to promote it.

When a restaurant builds a reputation around tea, then the operator concentrates his attention on *all* facets of tea service. But particularly does he labor to make his preparation of the beverage as perfect and as uniform as possible. His clientele has come to expect the best, and the best he must provide.

Schrafft's

One such operation, of course, is Schrafft's, a restaurant organization that at last count did a tea volume running to about 10,000,000 cups a year.

It has been said that having a cup of tea at Schrafft's is a "small occasion," so touched by distinction is the service.

What distinguishes the Schrafft service from tea service in many general restaurants is the manner in which the tea is prepared.

Before the tea is even brewed, both teapot and cup are rinsed thoroughly with boiling water to warm them before use.

How many restaurants take this initial step?

It is also one element of a fastidious tea service that has made Schrafft's afternoon tea a minor tradition.

In the self-service industrial cafeteria, visual appeals are essential because they encourage "impulse" buying.

Montgomery Ward

M. G. White, food services manager of Montgomery Ward & Co., attributes his success with hot tea to the fact that customers, having seen that hot tea is available, can easily "help themselves to the cups and tea bags and get hot water from a hot plate."

Notice Mr. White's next comment: "However, in our regular dining room, the waitresses serve the tea in teapots, which assures our diners a well-made cup of tea."

The moment you are dealing with a different type of

(*Continued on page 59*)

Cooley's Cupboard

A HOT TEA "SUCCESS STORY"

A restaurateur in Evanston, Illinois has built hot tea into a community social activity.

Up until six years ago, tea sales in Cooley's Cupboard were no better and no worse than they should be.

Cooley's is a medium-priced restaurant, where a customer can get a good meal for anywhere from $1 to $2. But while its prices are average, its outsize, 500-person seating capacity is not. Proprietor George Hanby long ago got into the habit of looking around for merchandising methods that would keep his restaurant well-filled.

The idea he latched onto six years ago was what he calls his "Ladies' Shopping Tea." From 2:30 to 5:00 p.m., Monday through Saturday, his menus announced, tired shoppers could refresh themselves at Cooley's with a 75¢ "tea": a three-layer sandwich loaf, a dish of sherbert, a piece of cake, and a pot-full of invigorating tea.

Today, Cooley's "teas" are a social institution for Evanston and a money-maker for Mr. Hanby Not only does he sell what he regards as an unusual amount of tea, approximately 200 units, but tea has proven itself an all-around merchandising asset for him as well.

For one thing, tea fills his restaurant with customers during the hours when most public feeding establishments are as curiously empty as a ballpark after the game is over.

For another, tea helps him "sell" foods throughout his establishment.

Hot tea sells other foods

Few tea drinkers come in for a pot of tea and nothing else, says Mr. Hanby. "They want something to eat with it. Tea is a beverage that has to be sold in concert with food"—a sandwich, pastry, some little snack item.

Before long, it was apparent to Hanby that his afternoon "teas" were merchandising products on display in the restaurant's pastry counter.

And indirectly, because more customers were brought into the store, tea also helped pick up sales in the restaurant's gift and candy shops.

Mr. Hanby attributes his gratifying success with tea to two things: the best quality tea he can buy in his area, and preparation.

"To sell tea," says Mr. Hanby, "there has to be a special technique involved in serving it." The teapot has to be scrupulously clean; the water boiling hot; tea equipment prepared, and exclusively for tea.

Because so few restaurants take the trouble to do a really "professional job of preparing tea," there is no uniform tea service in eating-out establishments. In some places you will get a good pot of tea, in others, an indifferent one.

This lack of a "norm" has made it exceedingly difficult for the restaurateur to cash in on the large ready-made market for tea. For, as Mr. Hanby strongly states, there are a great many people who drink tea at home and who would drink it outside the home, if they could get a decent cup. In terms of the sheer numbers of potential new customers, tea represents a great merchandising asset for the restaurant, Mr. Hanby asserts.

At Cooley's Cupboard, "professional" tea service is the by-word. Water in a large urn, reserved exclusively for tea, is kept boiling at all times. Before a serving of tea leaves the kitchen, a tea bag is placed in a 10-ounce stainless steel teapot and the boiling water poured over it. By the times the beverage reaches the guest, it has been brewed and is an inviting, rich amber color.

Lemon *and* cream

Whether or not the customer has requested it, both lemon and a pitcher of cream accompany each service. "Even if they are **not** used, they are not wasted," says Mr. Hanby.

Cost per service is just 15¢.

Building a better mouse trap is not enough, by itself, to get the world beating a track to your door. You have to let people know that this better mouse trap is available.

In Cooley's menus (and the restaurant does all its own menus), tea is suggested even where the average restaurant would plug only coffee.

The net result? Good point-of-sale promotion, combined with quality tea prepared by professional techniques, have brought Mr. Hanby to the point where "we sell more than the average amount of tea during lunch and dinner," and more tea than coffee during the ladies' shopping tea afternoons.

Mr. Hanby has obviously been sold on the advantages of promoting tea for a long time. Periodically, he tries other approaches, such as introducing unusual Chinese and African brand teas on the menu. But his success with these has been limited, mainly, he feels, because of what seems to be an ingrained resistance on the part of the tea drinker. Nuances in taste seem to have a limited appeal for him, at least in these instances.

Mr. Hanby has also worked in close cooperation with tea and appliance people to develop glass tea brewing

(*Continued on page 44*)


13th
TEA
CONVENTION
CONVENTION GREETINGS
WARM SALUTATIONS
KINDEST REGARDS TO OUR FRIENDS
BEST WISHES FOR CONTINUED SUCCESS

the wagon routes sell hot tea

When you ask the wagon route operator how he feels about hot tea, you get responses ranging from the completely negative to an enthusiastic: "I would like to substitute 'tea' for 'coffee' in the name of our business." This last comment comes from R. H. Benson, Jr., of Mother's Koffee House.

"We don't have enough tea drinkers in the country," says L. H. Reese, of the Reese Grocery Co., in Cleveland, Ohio. "Out of the 40 to 50 homes each truck calls on daily, maybe one or two people drink tea steadily. With so many money-making items in constant demand to boost, why should our salesmen concentrate on tea?"

Mr. Reese's company offers home service exclusively. He himself has been in the wagon route business 31 years. So his remarks provide serious food for thought.

But just when you decide that the wagon route picture, as far as tea is concerned, is not all it should be, along comes a statement from someone like F. J. Coleman, merchandising manager for the Route Division of the Grand Union Co.

Says Mr. Coleman: "Even though our merchandise runs the gamut from cake mixes to vacuum cleaners, tea has remained and will continue to be one of the lead items in our merchandising set-up. In fact, in the 28 states in which we operate, you will find that we are referred to as the 'Grand Union Tea Man.' "

From a survey of leading wagon route operators, we have drawn the most pertinent comments. Here is how representative wagon route merchandisers feel about tea.

Grand Union's Route Division

The future for tea in this operation is bright. "On the basis of our sales of tea during the season, other than when it is promoted for iced tea purposes," reports F. J. Coleman, "we find that our sales have increased over previous years."

How is tea merchandised here?

"We call on our customers only once every two weeks and, therefore, it is necessary that we make it mandatory to have tea in the basket each contact during the summer selling season in order to take advantage of the iced tea time theme. However, at other times of the year, it is put in the basket once every six weeks."

The "withdrawals on this item in the interim," Mr. Coleman continues, "continue steadily."

Grand Union promotes tea in several ways. "We offer two packages for a special price or offer some household utility item in conjunction with tea at a specially reduced price. The promotional work done by the Tea Council has, of course, aided in bringing before the consumer the fact that tea is still a very important beverage and, as such, has helped us greatly."

First page of a Jewel Tea grocery card promotes mutiple sales. The card is big — 10 by 13½ inches, and in four colors. This is a "your choice" offer.

How does wagon route selling compare to selling in the store? Says Mr. Coleman: "In door-to-door selling, we find that we get our story across to the consumer more rapidly since, when we are making our pitch on tea, we have her attention centered solely on that item, and the item itself is either in her hand or on the table before her."

Reese Grocery

"If there has been a change in the public's attitude towards tea, we haven't been aware of it in our sales."

This is L. H. Reese speaking.

Tea represents only about 2% of Mr. Reese's sales. How this compares to coffee sales, Mr. Reese would not even discuss.

From time to time, Reese will tie tea in with a small premium, like iced tea spoons. But Mr. Reese is one of the rare wagon route merchandisers who minimizes the importance of premiums: "It only encourages people to buy what they would have bought anyhow."

In Mr. Reese's opinion, tea sold door-to-door needs no additional wrapping gimmicks to attract sales. The firm's tea packer in Chicago readies Reese's tea in chipboard boxes, 50 tea bags to the count, wrapped in cellophane paper. The boxes are similar to those found in the food store.

In the Ohio area covered by this company, tea bags are

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hot tea "spectacular"

During the balance of 1958 and the first part of 1959, the Tea Council will again go all out featuring hot tea television spot campaigns in various major markets.

In order to take full advantage of this advertising support, appropriate merchandising aids have been prepared for both grocery and institutional trade. The Tea Association's Merchandising Committee has appropriately called their merchandising campaign the "Hot Tea Spectacular."

Harold L. Suttle, vice president in charge of sales for Thomas J. Lipton, Inc., who is also chairman of the Tea Association's Merchandising Committee, advises that the following pieces of display material have been prepared to tie in with the above advertising campaigns:

Appropriate pieces for displays, windows, wires and shelves for the grocery trade, and back-bar strips, menu tip-ons and table tents for the restaurant trade.

This material is available to all contributing packers.

The production of this display material is the result of competing companies working side by side, with the thought of developing merchandising material which would increase the overall tea market, thus making greater opportunities for all. This objective has made the Tea Council a major factor in promoting tea as a national beverage.

Climaxing the Merchandising Committee's "Hot Tea Spectacular," are the appropriate display pieces it has prepared to tie in with the February 7th-21st, 1959, period, the "Take Tea and See Week Promotion." This material is also available to all contributing packers.

It is the Merchandising Committee's feeling that the pieces described in this article are highly indicative of how cooperation in an industry can carry out a program of making more business available for everyone.

The Merchandising Committee further feels that its work enhances each individual company's own activities, so that maximum mileage is obtained from brand merchandising efforts.

"Hot Tea Spectacular" is what the Merchandising Committee of the Tea Association calls its campaign for the upcoming 1958/1959 season. Drive will tie in with Tea Council spot campaign on television for hot tea. Point-of-sale aids for food store and restaurant trade includes this giant unit, a floor stand and four-color poster.

Questions tea bag packaging

Some hard-hitting questions on tea bag packaging were asked recently in the newsletter issued by the Institutional Food Manufacturers of America.

The questions were put by a prominent Indiana hotel chain owner.

"I am a buyer for a hotel," he declared. "I want to learn *MORE* about the products we use. I don't want high-faluting claims. I want *FACTS*. I don't want generalities. I want details. I don't want a lot of conversation (my time is short). I want to know what a product can or will do for my hotel. I don't want to know right off the bat that a competitor's product is *NOT SO GOOD*. I want to know what would induce me or the chef to buy *YOUR* product. I don't want to know right away that your product is cheaper. I do want to know *WHY* your product is better or more suitable."

He put questions about food products in general, and a number in particular. Here's what he said on tea:

"I want to know *WHY* one box of tea bags (100 bags per box) can weigh $7\frac{1}{2}$ oz. and another 8 oz., both labeled Orange Pekoe and Pekoe—yet be 15¢ apart on price. I want to know *WHY* a tea label can have *LARGE PRINT ON THE WHOLE BOX EXCEPT THE ONE* reading 'and cut tea.'"

tea's training ground

By THOMAS E. DANNEMILLER, Chairman
Junior Board of Directors
Tea Association of the U.S.A.

The Junior Board of Directors of the Tea Association of the U. S. A. has its reason for existence defined in the opening section of its by-laws, which reads as follows.

"It shall be the purpose of the Junior Board of Directors to provide an opportunity for the younger men who are employed by trade members or associate members of the Tea Association of the United States of America, or are members or associate members of the Tea Association of the United States of America, to participate more actively in the work and performance of the Tea Association of the United States of America, to provide a clearing house for their ideas and a forum for the expression of their opinions in the work and performance of the Tea Association of the United States of America; and to aid, initiate, develop and carry out projects supplementing the administration of the Board of Directors of the Tea Association of the United States of America."

Thomas E. Dannemiller

This rather wordy outline implies even more. It is obvious that the Junior Board was meant to function as a training ground.

This lofty program would, on its face, seem difficult of accomplishment—too nebulous, too ambitious. But it has been fulfilled. Accomplishments have been chalked up; ambitions have been surpassed; airy ideas have been reduced to real facts.

The Junior Board has always functioned as a unit. It has been singularly successful in this direction. Thoughts were thrashed out until they became not one man's ideas, but those of the entire body.

As an illustration of how one of the primary ends has been served, it would seem appropriate to mention a few of the Junior Board members of past years.

The immediate past president of the Tea Association and a member of the Tea Council, Edward J. Vinicombe, came from the Junior Board, which he served as chairman. P. C. Irwin, Jr., currently the treasurer of the Tea Association, R. D. Thomson, chairman of the Membership Committee, Einar C. Anderson, chairman of the Marketing Research Committee, Thomas J. O'Rourke, Chairman of the Convention Committee, Carl Seeman, Jr.—all served on the Junior Board.

The record of these few would seem to point up that the Tea Association not only looks to the Junior Board for ideas, but also for the source of those ideas. The training ground must be working.

In the last few years, the Junior Board has matured. It is not looked upon as a stepchild who must occasionally be given lip service. Its opinion and support have been actively solicited, and in many fields.

The annual convention is a good example of this. The overall chairman of the convention a few years ago was a Junior Board member. That year, for the first time, a very large segment of the convention was handled by the Junior Board. The difficult prize committee has become an annual function of the Junior Board.

Another good illustration of this coming of age are the two joint meetings of the Senior and Junior Boards held at Pocono Manor these last two springs. On each occasion, the agenda for the meeting sprang from the Junior Board. The questions and suggestions submitted to the Senior Board in April, 1956, became the meat of the first successful joint meeting.

It was a successful meeting. Some of the things which developed from it were quite far reaching: an exhaustive re-examination of the proper approach to the youth market; a definition of what the youth market for tea actually is; the Tea Center soon to be established in New York.

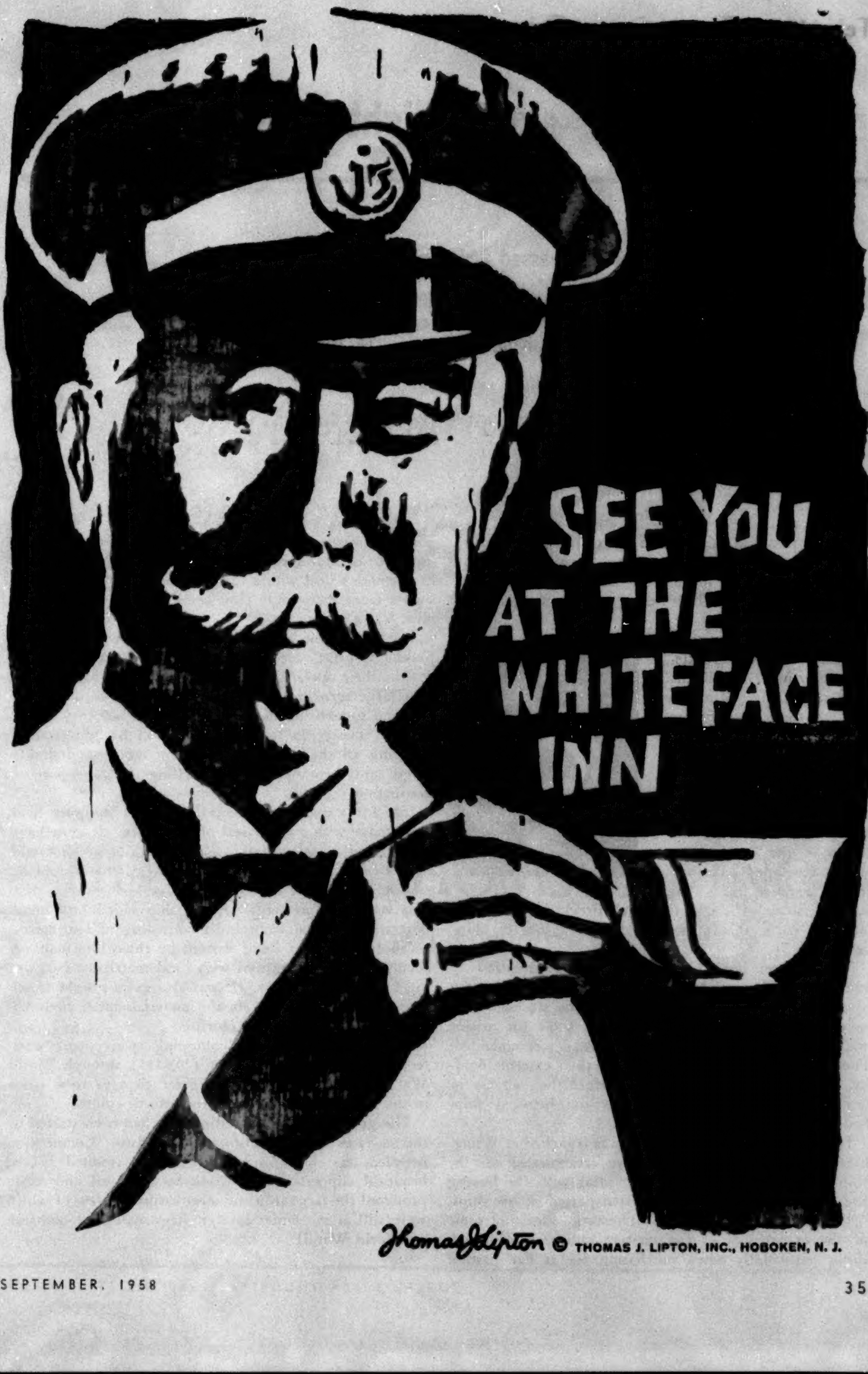
Being a young organization, the Board has continuously sought new ideas and new techniques. One of the more successful of these was that modern approach toward expression by a group known as "brainstorming."

This is best described as a roundtable discussion during which any one may throw in for consideration any thought, no matter how impractical it seems. No idea may be criticized, only added to or enlarged on.

A tape recorder is used to capture all the ideas, which are later analyzed. Those that seem to appear more frequently are then presented for further consideration at future meetings.

For the past two years, one of the first meetings held was devoted to a brainstorming session. The fruits of

(*Continued on page 59*)


SEE YOU
AT THE
WHITEFACE
INN

One eighty-eight plus

A lot of water has passed under many a keel since the sailing ship master used to do his own trading in producing country ports for cargoes of tea...

By REGINALD J. SANGER, Special Representative
Brocklebank's Cunard Line

As time passes in this modern age of ours, the date of 1770 means little to the tea man. Few realize that Brocklebank's history of shipping started 188 years ago in New England. The histories of tea and shipping are closely linked.

Life in those days was rugged. Daniel Brocklebank early in 1770 built his first ship, the Minerva, building four more before he sailed back to Whitehaven, England, where he later established The Whitehaven Shipyard.

During the ten years of peace, 1783 to 1793, the affairs of the Brocklebank family developed on separate yet parallel lines. The personal story of Captain Daniel Brocklebank divides into two parts, that of shipbuilding and that of shipowning.

It had never been Capt. Brocklebank's intention to build a large fleet of ships. Many of those he built were advertised for sale of charter still on the stocks. Some were built for Whitehaven merchants, some for master mariners who had shares in the vessels they commanded. Those early days were remarkable for their extreme fluidity, and some years had to pass before the increase in technicalities made necessary a division between shipbuilding and ship managing.

From the moment his first ship was launched at Whitehaven, Brocklebank seems to have concentrated on the ship yard, leaving the masters to deal with the buying and selling of the cargo to be transported in his ships.

In this respect, it was quite interesting to learn of some of the experiences of the masters sailing Brocklebank ships, particularly when purchasing tea at Far Eastern ports. It was not an unusual sight to see a master leading three or four sheep down the gangway of his ship—to promote a deal with a tea grower! Many times it was such a move that would close a tea transaction, for fresh meat was a rarity.

The contrast between operations in those days and the present is great. Steamship owners today in most cases confine their operations just to transporting cargo. They have large agencies at each port booking cargo, manifesting, and supervising the stowage for the line they represent. A master in the early days had to be versatile, handling all the details necessary in securing desirable cargo, and then in most cases selling it at the port of destination.

Life for a master in the early days of shipping held a challenge with a great deal of adventure. It must have been a thrill to sail to faraway ports with cargo he would have to sell, and then to purchase items that would be readily saleable for the return voyage.

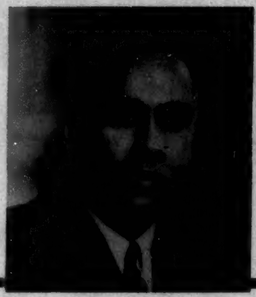
It was quite an event when a ship sailed into home port with a cargo from India consisting of tea, spices, coconuts and other items desired by the white man. A beehive of activity existed with local merchants bargaining for the ship's cargo. It was also quite a sight to see womenfolk buying trinkets and materials made in India. Such a scene was indeed colorful.

Brocklebank's history of shipping spans many wars, from the Napoleonic Wars of 1793-1851 through World War II. During these years, great changes took place in the types of ships flying Brocklebank colors.

The greatest era of the sailing ship had been started by the tea races and the California Gold Rush. Competition between one sailing ship and another resulted in the beautiful clippers. Competition between sail and steam produced the large iron and steel barques, a few of which were still at sea under foreign flags up to the outbreak of World War II.

(*Continued on page 46*)

India: prospects in the U. S. market



an interview with M. Gopala Menon

How does India feel about tea trends in the U. S.—and U. S. tea imports from India? Here are some of the answers, in an interview with M. Gopala Menon, a director of the Tea Council of the U.S.A., Inc., second vice chairman of that "partnership marketing" organization, and consul general of India in New York City.

QUESTION: Well, Mr. Menon, it's tea convention time again. Have you some thoughts to share with members of the U.S. tea trade?

MR. MENON: Yes, I look forward to our annual convention every year. First, it gives me an opportunity to meet old friends in the U. S. tea industry, and to exchange views with them. Furthermore, the convention also gives us an opportunity to review our progress in the past year and to chart programs and plans for the future.

Q: In your review of the past year, are you satisfied with the progress?

MR. MENON: Well, yes and no. You see, you can view this matter from two angles. Firstly, we can ask ourselves the question, has the past year been satisfying from the viewpoint of overall tea promotion and sales in the United States? One can also ask the question, has the year been satisfying as far as sales of Indian tea are concerned?

Q:. How about the first—the overall pattern?

MR. MENON: What would you have me say in answer to that question? For one, I believe that the tea industry in the United States—you and I—can never afford to pat our own backs in satisfaction with our efforts. We cannot afford to rest in placid contentment. Tea as a beverage faces very stiff competition from other beverages, like coffee, and from soft drinks. Whatever the scale of efforts we are prepared to put in, the funds at our disposal are not at present large enough for the needs of the situation. Tea has thus far only touched the fringe of the national market. Over the years, the per capita consumption of tea has been more or less stationary. Per capita consumption of tea has been about two thirds of a pound whereas per capita consumption of coffee is more than 25 times that.

Q:. What do you think of the prospects of tea in this highly competitive situation?

MR. MENON: I do not, of course, except any dramatic increase in the consumption of tea in the United States. You cannot influence a nation's habits overnight. But, you see, the very fact that the present rate of tea consumption is low is a pointer to the great potentialities ahead. The market is there, and we have to garner all our resources and train all our skills with wisdom, foresight and perseverance in order that we may convince the citizens of this country on the virtues of tea. Resources as well as skill are needed, because we, the tea trade, are not the only sputnik in the sky.

Q: That's a new way of putting it. . .

MR. MENON: Perhaps I can give another illustration. Take the artist—the sculptor, for instance. As he begins his work, all he has in his hands is a piece of rock. He applies his imagination and skill to it, and out of it hews an image. The image does not appear from nowhere. It is in the rock, and it now comes to view because the artist draws it out. The same way, the potentialities for tea are within the national market, and if the tea industry applies imagination and skill and resources towards building up a big tea market, success should come its way.

Q: How would you chart the route to that success, Mr. Menon?

MR. MENON: Well, there you touch on the crux of the whole matter. You see, this is not a matter for any one individual in the tea industry to decide alone. In fact, against the strong competitive efforts of the coffee and soft drink trades, atomistic efforts on the part of indivdual producing countries and tea traders may prove ineffectual. That's why we are joined together in the Tea Council, which serves as a focus of our promotional activities. And I am sure that if all those associated with the Tea Council would always work in recognition of the truth that what is good for the tea industry as a whole is good for them, too, the Tea Council would, in addition to being a symbol of our joint efforts, also become a vehicle of common success.

Q: Mr. Menon, would you care to comment now on the second question—the trend of U. S. tea imports from India?

MR. MENON: Well, I'm quite glad to report a reversal in what appeared to be an adverse trend for India. As you know, United States imports of Indian tea had fallen in 1957 below the normal level, but statistics of imports so far this year show that imports from India are again catching up. Our teas are quite competitive and desirable

(*Continued on page 64*)

Ceylon: impact of world trends

By ANNESLEY DE SILVA, Director, Tea Council of the U. S. A.
Counsellor, Embassy of Ceylon, Washington, D. C.

In 1957, Ceylon tea exports totalled 367,000,000 lbs., the highest figure ever reached. It is interesting to note that in 1873 Ceylon exported a paltry 23 lbs. of tea.

This phenomenal increase in exports, however, does not mean that Ceylon has a monopoly on tea production. Therefore, it would be idle to presume that Ceylon can dictate a price for her tea, because the existing sources of the world supply of black tea are surely expanding and new sources are coming into existence. Except Indonesia, the traditional suppliers—India, Ceylon, Pakistan and Africa—all have plans for increasing their production, while the old green tea producing countries—China, Japan and Formosa—are slowly converting their product to black tea. Russia has made rapid strides in black tea production, and new areas like Iran, Mauritius, Argentina, Turkey and Brazil are making a bid, though still small, for a share of the world's absorption of the product.

In the not-too-distant future—that is, the future that falls within the vision of the planners of an industry like the tea industry, which is essentially a long-term one—the existing balance between world supply and demand of tea must be seriously upset, with a resultant economic loss to the tea producing countries unless either (a) production costs in these countries can still be kept suitably below the reduced world prices that will follow a glut of tea and/or the glut itself is avoided by making world tea consumption keep pace with the increase in supply that is going to occur.

Where does Ceylon stand with reference to these two remedies for the future, and how is Ceylon tea likely to be affected by this trend of increased world production? What line of action should she take to secure these remedies for her teas?

Ceylon may be slightly more fortunate than her competitors, because those who have in the past handled the affairs of her tea industry have been careful to exploit nature's favors and have successfully harnessed all their resources towards the production, throughout the year, of a very fair proportion of good quality teas of all grades acceptable at all times to world buyers. One sometimes hears it said that today Ceylon is not producing the fine teas she produced prewar. This may or may not be true, but it *is* a fact that by and large she still produces a greater percentage of good quality teas—as distinguished from common or poor varieties—than any other producing countries.

From the Tea Research Institute, St. Coombs, Ceylon, have come high-yielding strains of tea for the island's replanting program.

In this respect, Ceylon is certainly being challenged by her competitors, but as long as the bulk of her production remains in **quality** teas, she should be able to sell these teas in the world markets at remunerative prices above production costs—in spite of the world glut of tea toward which common teas have largely contributed. In other words, it will be a long time—if ever—before the world supply of **quality** teas outstrips demand.

There will, of course, be a price for common teas in world markets. It is, however, feared that with 60% of the production costs going into wages paid to a labor force that is crying out for improved living standards in a stagnant national economy, it will be practically impossible for Ceylon to reduce production costs—even with an increased output of common teas—sufficiently to compete in world markets with similar teas from other sources and still secure remunerative prices. In short, it will be uneconomic for Ceylon to produce common varieties in the future, and more than ever before, she should concentrate on the production of quality teas.

This surely is the intention of those who have a stake and interest in the future of the industry—the government and the Ceylon tea producers. For the first time in the 80-year history of the industry, the government has undertaken to assist the producers financially by a scheme aimed at stepping up the present comparatively low average yield per acre by replanting existing uneconomic

areas with high-yielding vegetatively propagated bushes of quality varieties.

It is understood that the government scheme envisages the replanting of 5,000 acres each year. The following information on this subject appears in the Administration Report of the Tea Controller of Ceylon for the year 1957:

"**REPLANTING.** Much of Ceylon's tea is now 70 or 80 years old and in urgent need of replanting. Moreover, most of this old tea was planted with unselected seed at a time when high-yielding varieties of planting material had not yet been developed. The Tea Research Institute has, in recent years, developed strains of vegetatively-propagated tea which give yields of 2,000 lbs. per acre or more, compared to the present average yield of under 700 lbs. per acre. The benefits which will accrue from the replanting of old and worn-out tea areas with these high-yielding strains will be very great indeed.

"The uprooting and replanting of old tea with high-yielding planting material is, however, a very expensive operation. The cost varies from Rs. 2,000 to Rs. 6,000 per acre depending on the nature of the land, the planting density, etc. In view of the very high cost, practically no replanting is now being undertaken by tea estates in Ceylon. In order to induce tea estates to replant their worn-out areas with high-yielding strains, the government has recently approved a Tea Replanting Subsidy Scheme similar to the Rubber Replanting Subsidy Scheme which is already in operation. The necessary legislation for the implementation of this scheme was presented to Parliament early in 1958 and it is hoped to inaugurate this scheme very shortly."

Lower costs

As this scheme comes into fruition, Ceylon's production of quality teas is expected to increase, with a resultant decrease in production costs, so that she will be in a sound position to face increased world production with teas that will still fetch favorable prices in world markets, to maintain her tea industry and her national economy (which depends so much on tea) in a prosperous state and to keep the world supplied, as in the past, with teas of the finest quality possible. Meanwhile, by research and experimentation into every process of tea cultivation, production and manufacture, Ceylon, through her Tea Research Institute, is attempting to improve the quality of her teas, increase her yields and keep down production costs in every possible way.

Side by side with efforts to increase the production of quality teas, Ceylon has to look to an increase in total world consumption of tea that will keep prices buoyant and remunerative, for a slump in the world price of tea must inevitably bring down the price of Ceylon tea as well.

This is something that concerns all producing countries and also affects the basic prosperity of all those engaged in the distribution of tea in the different consuming areas. It thus calls for joint efforts to increase tea consumption on the part of all the parties interested—the producers supplying tea to these areas and the tea-trade operating in those areas.

It is fortunate that the pattern for such efforts was set by the great experiment in partnership-marketing launched in the United States at the beginning of 1953, which brought into being the Tea Council of the U.S.A.

Transporting plucked tea in Ceylon by aerial ropeway.

This pattern has since been followed in Canada, West Germany and the Netherlands, and undoubtedly provides the most effective machinery for increasing tea consumption.

Ceylon and India, on the producing side, are the main participants in these joint ventures. However, Ceylon considers that in certain other consuming areas, it will be in her best interests to work on her own towards an increase in the absorption of her teas, for whereas other producers are more or less wholly dependent for their prosperity on world consumption of tea as such, Ceylon producers are in a special position in that their prosperity can also be made to depend, in part at least, on the world demand for *quality teas* from Ceylon. By insuring such demand, they can to a certain degree protect themselves against the full impact of competition in respect of *quantity only.* During the past few years, therefore, Ceylon has attempted to promote her teas in these markets on the basis of quality.

By working at these two levels of promotion, Ceylon hopes to bridge the gap between future world supply and demand, secure favorable prices for her teas and keep this key industry of hers as prosperous in the future as it has generally been in the past.

Providing as it does, 61% of the total trade revenue and 70% of the dollar revenue, besides employment and good living conditions for over half a million estate workers and a host of others in the ancillary trades, the tea industry certainly holds—and will for a long time continue to hold—the key to Ceylon's prosperity and well-being.

Where do Ceylon's tea hopes for the future lie? An analysis of her tea exports show that for 1957, a total of 367,000,000 lbs. was distributed percentage-wise as follows: Commonwealth countries 61%, United States of America 11%, Middle East 22%, European Continent 3%, other countries 3%.

Due to currency difficulties, the Middle East countries have begun to adopt bi-lateral trade balancing for their imports and exports, and Ceylon is in the unhappy position of not being able to support large imports from the Middle East countries where there has, in the past, been a marked

(*Continued on page 46*)

Indonesia: progress despite stress

"We still have a long way to go before production reaches the prewar level—but we hope to get there."

By KWEEDJIEHOO, Director, Tea Council of the U.S.A., Inc.
Consul General of Indonesia, New York City

Indonesia has always been an important producer of tea. In the years immediately before World War II, Indonesia supplied 18% of the total world requirements, exporting 150,000,000 lbs. out of an average annual production of about 175,000,000 lbs. At that time, the tea industry covered an area of 511,000 acres, of which 429,000 acres were in Java and 82,000 acres in Sumatra.

During the Japanese occupation and the subsequent war of liberation against the Netherlands, the tea industry in Indonesia suffered very badly. All tea plantations were neglected, and many processing factories were dismantled. Production during this period was limited to the absolute minimum for local consumption.

Look at the figures

Since 1949, the production has been increased gradually as shown by the following figures:

1949, 60,000,000 lbs.; 1950, 78,000,000,000; 1951, 102,500,000; 1952, 82,100,000; 1953, 82,600,000; 1954, 103,400,000; 1955, 96,900,000; 1956, 94,600,000; 1957, 103,000,000.

But we still have a long way to go before production of tea in Indonesia reaches the prewar level.

Of the total production of 103,000,000 lbs. in 1957, Sumatra contributed 28,000,000 lbs., and 75,000,000 lbs. were produced in Java. West Java is the most important tea producing region in Indonesia, with 146 estates in running condition in 1957. This number represents 67% of the total number of estates in operation in this area during the pre-war years. However, the cultivation of tea is growing steadily in Central and East Java.

The big western type and mostly foreign-owned tea estates have the biggest share of tea production. These estates have an area of 146,965 acres against 98,800 acres held by the smallholders. However, the smallholders share in the total tea production is less than 20%.

In Sumatra, the industry consists of estates only. In West Java the estates are predominant, while in Central and East Java tea is cultivated mostly by smallholders.

The low productivity of the smallholders is due to lack of experience in the management and technical fields. There is also a shortage of equipment as a consequence of the lack of capital, and especially in Central and East Java there is a shortage of skilled labor. This situation has the full attention of the responsible authorities.

Smallholders are mostly Indonesian, in contrast to estate owners who are mostly foreigners. Progress in production by the smallholders will, therefore, mean that the Indonesian people have a bigger share in the benefits of the tea industry. There is a government program to give better information on management and cultivation methods and to create a wider opportunity for loans. It is also thought that the introduction of the cooperative system will benefit the smallholders production.

Indonesia has a basic export quota of 157,484,000 lbs., which is fixed by the International Tea Committee. However, the total export in 1957 was only 85,660,000 lbs., which is far below the quota. As tea production in Java is growing steadily, Indonesia is still seeking ways and means to promote the export of tea. I am hopeful that in the future Indonesia will be able to regain its prewar position among the principle tea producing countries of the world.

The import of Indonesian tea to the U. S. A. has its ups and downs. The figure for 1954 was 15,529,000 lbs., which declined to 12,138,000 lbs. in 1956, but was up to 13,770,000 lbs. in 1957.

More tea to U.S.

The breach of our economic relations with the Netherlands at the end of 1957 and the rebel activities since February of this year inevitably affected practically all branches of industry in Indonesia. However, as far as tea is concerned, the situation is not as bad as many of us had feared. Tea production during the first five months of 1958 is estimated at about 42,000,000 lbs; the total exports during this same period amounted to 36,600,000 lbs. as compared with 38,000,000 lbs. during the first five months of 1957. Under the circumstances, it is gratifying to note that our tea exports to the U. S. A. during the first five months of 1958 have shown a slight increase, as compared with the figure for the corresponding period in 1957.

During the first five months of 1958, the U. S. A. imported 7,140,000 lbs. of Indonesian tea, as against 6,735,000 lbs. in the same period last year.

An instant look at tea

(*Continued from page 22*)

hot tea group. And why not? Unvarying quality standards, convenience and economy are basic buying urges in the homemakers' purchasing pattern. Even the die-hards are beginning to concede that instant tea will make great inroads on bag tea for iced tea pleasure. On hot tea usage of instant tea, we point to the interesting findings among tea user preferences in the Maritime Provinces of Canada.

For the future growth of the tea industry, the teen-ager group offers great opportunity. Instant tea offers the greatest fulcrum to create tea users among the young generations. Instant tea puts the tea industry in a strong combative position against other non-alcoholic beverages for the youth palate. Iced tea or hot tea is easier to make, even fun to make, and tastes so good to the young and unprejudiced palate.

When it comes to out-of-home usage, instant tea is a natural. The restaurant, the lunch counter, the small diner, can serve a glass of refreshing iced tea, a cup of delicious hot tea, unvarying in quality, more quickly, more economically, more profitably with instant tea.

Yes, the consumers, the restaurateurs, the store operators are swinging to instant tea as fast as it is being served up.

And now the tea packer is serving up more instant tea. The big problem is production of a quality product. Those principals with heavy investment in equipment are proceeding cautiously. And rightly so. An instant tea plant requires major investment in plant equipment and engineering know-how. Experienced technicians are few. At this writing, only one tea packer is capable of producing instant tea from leaves to finished product. Many major brand packers, for sound economic reasons, will enter the instant tea market on a "partnership" basis with one of the few existing processor plant facilities, until actual sales volume will justify plant investment. Already indications are that the majority of packers, especially the regional brands, will duplicate the instant coffee pattern on sources of supply, using outside processing facilities.

With nearly 50 brands of instant tea now on the food shelves of supers, coast to coast, the scramble for share-of-market is shaping up at a faster rate than the historical performance of the instant coffee brands. And as the brands battle, the total market will increase.

In the years ahead, instant tea may well be the preference choice in tea among most Americans, because it so truly fits in with the American way of life, in search of full pleasure with time-saving convenience and economy.

Cooley's Cupboard

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equipment, as well as the FMC Automatic Teamaker. He finds the latter extremely effective for iced tea, and he uses one in his restaurant.

For the future, Mr. Hanby would like to see more year round promotion by the tea industry, of a general, constant "reminder" nature.

Pakistan: 80,000,000-lb. output still the goal

By K. M. KAISER, Consul General of Pakistan
New York City

In an essay written over 200 years ago, Sydney Smith exclaimed: "Thank God for tea. What would the world do without tea. How did it exist?" Many 20th Century industrialists, laborers and ordinary tea consumers must often utter similar exclaminaions, for tea has become one of the world's most popular and profitable beverages.

At the time of Mr. Smith's endeavors, the world tea trade was largely monopolized by China, but even that early there were proposals to introduce tea cultivation on the Indo-Pakistan subcontinent. The tea industry was initiated on the subcontinent region in 1834 by the British government and tea cultivation placed under the direction of Lord William Cavendish Bentinck. Tea bushes, however, had been discovered in parts of Assam ten years prior to this, and had been classified as jungle by the villagers, cut down and burned.

Tea was first cultivated in East Pakistan in 1840 in a site called the Pioneer Gardens, now known as the Chittagong Club. Owing to the sandy soil and the unsuitable climate in this region, the tea bushes didn't survive, and this site had to be abandoned. Several years later (1854), the first tea garden was planted in Malnicherra, near Sylhet. By 1860, there were gardens in the Balisera Valley of Southern Sylhet, in Cochin, Darjeeling, Cochar and other areas of the subcontinent.

The area now under cultivation in East Pakistan was part of the Assam-Silchar tract before partition. This tea, therefore, resembles the Indian teas called "Silchars" and "Cochars." Unfortunately, the gardens situated in Pakistan are at low altitudes, and the product does not possess the flavor and fragrance of the high-grown teas of Darjeeling and Ceylon. On the other hand, Pakistan teas (which are chiefly black teas) are excellent for blending purposes because of their strength, color and pungency. There are presently 123 tea estates in Pakistan, 110 situated in the Sylhet District, one in Tippera and the remainder in Chittagong.

Although there were 76,00 acres under cultivation in 1957, tea production amounted to a minimal 47,104,689 lbs., the smallest crop since independence (1948). This decline from the average annual production of 51,000,000 to 54,000,000 lbs., has been attributed to a severe drought during February, April and October of last year. Owing to the crop deficit, exports of Pakistan tea were drastically reduced to enable the tea producers to meet the increasing domestic demand; 6,878,007 lbs. were exported in the 1957/58 fiscal year as compared to 23,743,290 lbs. in the preceding fiscal season.

During 1957, with a view to encouraging the sale of tea through the Chittagong auctions, stabilizing internal prices and reducing the loss of foreign exchange incurred on consignments of large quantities of tea sold through London, the central government imposed a restriction on exports of tea on consignment. Accordingly, the maximum quantity of tea allowed on consignment basis to London was fixed at 4,500,000 lbs. It was realized, however, that the embargo affected dertimentally overall exports, forcing the government to introduce a modification of the restrictions in October, 1957.

Nevertheless, the restriction on the export of tea on consignment basis will be imposed by the central government in the 1958/59 season, limiting these exports to a maximum quantity of 10,000,000 lbs. An overall export allotment has been fixed at 20,000,000 lbs. for the year April 1st, 1958—March 31st, 1959.

Home consumption in the 1957-58 season has been placed at 40,426,340 lbs., continuing the consecutive yearly increments. Teas destined for local consumption are invariably sold through the Chittagong Tea Auctions at an average price of 42¢ a pound. Approximately 29,500,000 lbs. of this total were shipped to Karachi last year.

Schemes are constantly being contrived by the central government and members of the industry to expand Pakistan's tea industry. One of the important projects has been the establishment of experimental tea gardens in West Pakistan and Azad Kashmir. These nurseries could produce the highly cherished high-grown or quality teas, as the land is situated at 6,000 feet above sea level. If these experiments in West Pakistan and Azad Kashmir prove successful, tea plantations will be rapidly organized on a commercial basis.

In addition to these tests, the soil of northern parts of the Rangpur and Dinajpur Districts bordering the Jalpaiguri District of West Bengal is also being examined by the Research Department of the Pakistan Tea Board with a view to extending tea cultivation to these districts on a commercial scale.

In conjunction with the extensive efforts to boost Pakistan's tea production, the government is considering

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Ceylon: impact of world trends

(*Continued from page 41*)

preference for her teas. This single factor, over which the industry has no control, is likely to affect adversely the future of Ceylon tea in this potentially rich area and to compel her to look toward the Commonwealth countries, Europe and the United States for the much-wanted expansion of her tea markets. *Of these, the United States and Canada hold the largest potential,* while the establishment of the European Common Market and Free Trade area may provide better opportunities than before for increasing tea consumption in Europe. It is in these areas that Ceylon can expect an increase in the consumption of her tea.

In this context, it should be noted, however, that very large quantities of tea are produced and also consumed in countries like India, Russia and China, which absorb less than 3% of Ceylon's total exports, so that the level of consumption in these countries must have a profound effect on the balance between world supply and demand. *Prospects for Ceylon tea—indeed for the teas of all producing countries—clearly depend on the ability of these three vast countries to absorb the production, as much as on an increase in tea imports by other consuming countries.*

When thinking of the future, therefore, with reference to the tea of Ceylon or any producing country, it is sometimes necessary to consider the actions, attitudes and policies of all other producing countries. There may also be occasions when joint efforts by all these countries will help in solving common problems more effectively than by the individual efforts of each country.

So far, the only evidence of such joint action lies in the tea promotion field, but even in this, the joint organizations—the Tea Councils—are not representative of several producing countries, and only India and Ceylon, and to a much lesser extent Indonesia, have adopted this principle of joint action.

One eighty-eight plus

(*Continued from page 36*)

It was an economic war which drove the sailing ships off the oceans. Agents preferred to ship cargoes by steam. They liked dealing with definite dates; they found it useful to be able to note down times of arrival several weeks in advance. The introduction of cold storage and the submarine cable to Bombay also helped to banish the square rigger to less important trades.

Brocklebank's first steamer was built in 1889 and since that time great strides have been made by the Brocklebanks in improving the designs of their ships to cope with the types of cargo in a particular trade, hence the reason for Brocklebank's being specialists in the Calcutta-U.S.A. trade.

In 1919 Brocklebank and Cunard Steam Ship Co. merged, and in 1922 a triangular service was formed—England to India; India to U.S.A. North Atlantic ports; and return to England. In 1952, the scope of operations was increased and a service from Calcutta-Colombo to U.S.A. Gulf ports was inaugurated. The combination of two U.S.A. routes, backed up by Brocklebank-Cunard "know how," gives the U.S.A. trade an excellent service.

Pakistan: plans underway to expand production, step up exports

(Continued from page 45)

a proposal to organize a tea production development corporation. The principal object of this body would be to assist in the development of the tea industry, thus increasing Pakistan's exportable tea surplus. The corporation would take over several abandoned tea gardens and a few others which are being mismanaged, and also cultivate new areas. These gardens would be fully developed, placed on full production quotas and disposed of to private enterprises.

Most of the efforts to extend and intensify tea cultivation in Pakistan have been instituted by the Pakistan Tea Board, a statutory body created by the central government under the Pakistan Tea Act of 1950. The chief object of this organization is to promote the development of Pakistan's tea industry in the country and promote sales in overseas countries. The Board has been charged with the task of improving the quality of Pakistan's tea through scientific, technological and economical research, by fixing grading standards and organizing a competent tea tasting panel. Other matters pertaining to export allotments, the transfer of export quotas and the control of the exports of tea have been assigned to the Pakistan Tea Licensing Committee, which is financed by the Board.

Domestic consumption up

As a sizable increase in the domestic consumption of tea has resulted in a sharp decline in the exportable surplus of tea, the Board has restricted its efforts to promote the sale of tea within Pakistan. A skeleton staff exists in order to report on district consumption and the sale of adulterated tea in local markets, but this unit will remain small until such time as the production of tea is sufficiently increased. The propaganda for the export of Pakistan tea, on the other hand, has been greatly intensified, especially in the several untapped foreign markets.

With a view to speeding attainment of the production target of 80,000,000 lbs. set by the central government in 1955, the Tea Board formed a subcommittee to examine and report on the immediate deterrents facing the industry and the various related financial problems. The subcommittee presented a report disclosing the requirements of the industry in regard to machinery, agricultural equipment, chemicals, building materials, fuel and other essentials. The subcommittee is presently investigating measures to increase the sale of Pakistan tea in foreign markets and other related subjects. Although the cultivation of tea is by virtue of the Pakistan Tea (Second Amendment) Act of 1956 a provincial subject, the Board will continue its efforts to increase production of tea and augment foreign sales.

One of the more widely publicized ventures of the Tea Board has been the establishment of the Pakistan Tea Research Station in the midst of the tea areas at Srimangal. A Chief Scientific Officer has been appointed to personally supervise the laboratories and direct soil analysis and other tests in its three sections—agro-botanical, physio-chemical and ento-mycological. The research station also proposes to establish a tea seed farm which would produce quality seeds.

The Tea Board also forwards reports from its subcommittees to the government, assists the tea industry in matters pertaining to communications, government rules and regulations, and the various financial needs of the industry. As regards its relations with the government, the secretary of the Board acts as liaison and endeavors to maintain good relations between them.

Pakistan Tea Association

In their efforts to improve the status of Pakistan's tea industry, the various tea estate industrialists have formed the Pakistan Tea Association which presently represents 95% of the registered acreage under tea cultivation. It has undertaken various tasks which have a direct bearing on the efficiency of the industry. Its program includes the formulation and pursuance of plans to increase tea production; the equitable disposal of Pakistan's tea crop (in both the local and foreign markets); improving the lot of the laborers on the tea estates; improving labor-management relations; estimating the need of essential materials, i.e. fertilizers, tea seeds, machinery, spare parts and other equipment, and submitting these estimates to the government; the study of problems concerning the improvement of transportation facilities and communications; and representing the tea industry in government offices in regard to taxes, duties and industry-government disputes. To facilitate its work, the association maintains representatives on the Pakistan Tea Board, the Pakistan Tea Licensing Committee, the East Bengal Railway Advisory Committee and the Chittagong Port Local Authority Committee.

Spare parts

The Pakistan Tea Association has also voiced concern over a serious problem confronting the tea industry, that of insufficient import license needed to purchase spare parts for existing machines and replacements for depleted ones. Licenses are issued for machinery spare parts for certain continental countries (according to the various trade agreements), but unfortunately, these countries have little knowledge of the needs of Pakistan's tea industry and usually lack the necessary parts for machines which were manufactured and patented in the United Kingdom.

The association recently argued that past standardization of machinery offered certain advantages: (1) economic stockpiling of certain spare parts; (2) old machines can often be used temporarily to replace badly damaged ones; (3) Pakistani engineer-mechanics are better acquainted with the U.K. machines; and (4) United Kingdom manufacturers offer advanced training courses on a far greater scale than other manufacturers. In regard to this, the association has requested future consultation with

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Formosa: emphasis on quality

By FRANK F. CHO, Formost Tea Corp.
New York City

Formosa is the fourth largest source of black tea imports into the United States in recent years, although trailing far behind Ceylon, India and Indonesia.

The position of Formosa black tea is well established in the trade. The attractive price and the rich color have been factors that few cost-conscious tea blenders have been able to overlook.

The increase in production of better quality teas on Formosa in recent years has further improved the position of this source of supply.

Figures on estimated tea production on Formosa in 1958 is shown in the accompanying table. Total production will be about 27,720,000 lbs. Before the arrival of the autumn crop, about 18,500,000 lbs. will have been produced.

Total exports in the first half of 1958 were about 10,000,000 lbs., of which about 2,000,000 lbs. were carried over from the 1957 crop. In other words, about 8,000,000 lbs. of the 1958 crop were exported.

Current stock, exclusive of the autumn crop, is roughly estimated at about 10,000,000 lbs., broken down into various kinds of tea—about 42.5% blacks, 40% greens, 15% Pouchongs and 2.5% oolongs.

Teas already committed for exports as of the end of July are estimated at about 2,000,000 to 3,000,000 lbs., with greens the largest proportion, followed by blacks, Pouchongs and oolongs.

Domestic consumption of blacks and oolongs, which are in demand by buyers in this country, is negligible.

There are four major outlets for Formosa teas: (1) the United States and Great Britain for black teas; (2) Chile and other South American countries for black teas; (3) Southeast Asia for Pouchong teas; and (4) Africa for green teas.

All four markets have considerable bearing on the local tea market, which fluctuates a great deal in response to demands abroad.

In general, the United States consumes better cup quality Formosa blacks, and the color of the liquor is of importance here. The United States is also the largest market for Formosa oolong. The United Kingdom uses mostly plain liquor broken grades, and Chile buys leaf teas primarily.

The spring crop of Formosa tea is more suitable for greens and the summer crop for blacks. It is therefore amazing that this year an enormous quantity of black tea was made from the spring crop, and a large proportion of summer teas has been made into greens.

Formosa Tea Production
(in 1,000,000 lbs.; estimated)

	Black	Green	Pouchong	Oolong	Total
Spring Crop	4.84	4.4	2.42	---	11.66
Summer Crop	2.2	3.08	1.1	.44	6.82
Autumn Crop	2.64	3.96	2.64	---	9.24
TOTAL CROP	9.68	11.44	6.16	0.44	27.72

Probably the reasons for this situation are that demand from the United States and Chile for Formosa blacks, especially for leaf tea, was quite heavy toward the end of the 1957/58 season; moreover, exchange was tight in Morocco for the purchase of Formosa green teas.

As a result, most producers manufactured black teas from the spring crop. But by late spring, import regulations changed in Chile, making the importation of the commodity more difficult. Demand from the United States tapered off when the price of other teas began to decline. At the same time, more inquiries came from Morocco for green teas, and a rumor prevailed about a coming United States loan to Morocco under the ICA program for the purchase of Formosa greens. The producers then switched to manufacturing greens out of the summer crop.

While some of the best blacks are still in the 40¢ bracket, some low quality light liquor Formosa broken teas are available in the lower 20's.

During this period of a soft world market, Formosa is facing the problem of distributing teas of a relatively less desirable quality than it can normally produce.

Unlike the major tea producing countries, Formosa has no tea auction. Moreover, a great number of relatively small merchants is engaged in the tea business in all sections of the industry—in contrast to the large, established firms that control both the manufacturing and the growing in the other big tea producing countries.

In Formosa, people engaged in the tea business fall into four categories: (1) the farmers or planters; (2) the processors, who buy the leaves plucked by the farmers and process them into what is called "crude" tea; (3) the manufacturers, who take the "crude" teas and make them into the finished product, referred to as "refined" teas; and (4) the exporters.

There are many tea merchants, but only a few are com-

binations of all four of these categories. There is a serious lack of vertical integration among the majority of tea operators. This situation is regarded as quite serious, especially since the leaf constitutes so large a part of the total cost.

Under the existing set-up, there are three levels in the tea market on Formosa: (1) the raw leaf; (2) the crude tea; and (3) the refined tea.

Each level acts independently of the others, yet with a close relationship. As a result, cost control in buying is very difficult. Furthermore, because of the fact that the business is scattered over a large number of merchants and farmers, the markets are especially susceptible to rumor. A report may be correct when it starts the rounds, but by the time it goes through a number of people, it usually is distorted and becomes hearsay or rumor. This invariably causes unnecessary price fluctuations on different levels.

Because of this lack of vertical integration, there is little that an inexperienced manufacturer or exporter can do to control his costs on tea purchases. World market conditions change daily, and each day Formosa tea merchants are pulled in all directions.

However, by the process of elimination of marginal operators, this situation has gradually improved. Naturally, buyers here would like to deal with someone who can be sure that each delivery is right. They would also like to have reasonable assurances that the supply of a certain quality of tea may be obtained without interruptions. Unquestionably, there are a number of houses in Formosa and here in the United States which are capable of exercising sufficient control over a relatively disorganized supply condition. There are, for instance, manufacturers who have their own plantations. There are also manufacturers who work very closely with a group of processing plants and planters, in order to secure the right tea at the right time.

In addition to reliability, experience plus local connections and financial facilities are all-important factors in making a good shipper.

United States buyers are regarded by many primary markets, including Formosa, as the most quality conscious, as well as the most cost conscious.

Formosa blacks are used mostly for blending purposes. The right quality is, of course, essential. Consumption of oolongs has declined drastically since World War II, when the supply was cut off. The only remaining markets for this type of tea are to be found where quality has been maintained.

Formosa shippers who have had experience with the United States market are becoming increasingly quality conscious also. Furthermore, the world supply of lower quality teas has been excessive in recent years. Out of necessity, Formosa tea operators have had to stress quality.

As a result, the rate of increase in better quality teas from Formosa has been notable. Not only has the yield per acre of better quality teas, such as the Assam-seed variety, increased nearly three times since 1950; in addition, acreage of better teas, including the Assam-seed teas and those from the Lao Tien Liao district, has also about doubled that of 1950.

The 1958 acreage of these districts is estimated, roughly, as follows: Assam-seed teas, including Yu Chih, Pu Li, Wen Shan, Kuo Hsing, Hai Shan districts, etc.,—4,000 acres; Lao Tien Liao teas—3,350 acres; others of similar quality—3,500 acres.

The percentage of acreage of better quality teas to the total acreage of tea plantations (about 115,000 acres) has increased steadily. This is certainly a healthy sign, and progress in the right direction.

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how "fresh leaf" teas developed

(*Continued from page 19*)

1. "Freshness" or "vitality" is in fact "quality", and consists of volatiles which actually evaporate from freshly picked leaf.

2. The evaporation of "freshness" or "vitality" can and does take place even while the leaf is growing in hot climates, especially when exposed to hot sun.

Examples of this loss of vitality and quality are provided by flowers picked in the evening after exposure to hot sun throughout the day, compared with similar flowers picked early in the morning, and with vegetables, such as lettuce, picked under similar conditions.

3. This evaporation commences, under all conditions, as soon as growing leaf is picked, the rate of evaporation being controlled by temperature and humidity.

4. Until freshly picked leaf has lost its "freshness" or "vitality" by this process of evaporation, it remains alive and immune to the bacterial action which causes decomposition.

5. Directly the "freshness" or quality has all evaporated, the leaf is to all intents and purposes dead, and immediately becomes subject to bacterial decomposition.

With this theory clearly in mind, I was able to explain every variation in quality which results from orthodox manufacture at different levels and under different conditions.

It becomes obvious to me that the comparatively slow growth and low temperature at high levels enabled fine teas to be made in dry weather by orthodox withering and manufacture, because under those conditions not all the "freshness" or "vitality" left the leaf during withering. At low altitudes or in high temperatures, "freshness" or "vitality" could be retained partially if the withering was very rapid, but otherwise low quality tea resulted.

In wet weather, when heated air has to be used for withering over a long period, no "freshness" or "vitality" is retained, and only poor tea can result.

It soon became clear to me that the easiest way to retain "freshness" or "vitality" was to complete manufacture while the leaf remained fresh and alive. I found that the fresher the leaf and the shorter the time between picking the leaf and completion of manufacture, the better the quality of the finished tea, provided the actual manufacture enabled good and complete fermentation to be checked by drying at the right time.

The Legg Cutter has proved an invaluable tool in this process, as it enables the leaf to be cut very fine, ensuring maximum fermentation in minimum time.

Throughout the past 26 years, I have travelled all over

the tea producing areas and have carried out thousands of experiments, but have never found anything which did not fully support my theory.

The difference between good quality tea and bad quality tea is the difference between tea manufactured from leaf which has retained some "freshness" or "vitality", and that manufactured from dead leaf which has lost all "freshness" and which throughout manufacture is at the mercy of bacteria which decompose the leaf cells and produce the nasty taste of common tea.

This manufacture has now spread to nearly all tea-producing countries, including North India, South India, Pakistan, Ceylon, Kenya, Uganda, Tanganyika, Nyasaland, Mauritius and the Belgian Congo.

The annual output of fresh leaf tea produced by my process, using the Legg Cutter, must amount to well over 70,000,000 lbs. per annum, and it is safe to say that provided carefully picked young fresh leaf is used and manufacture correctly completed within two hours, no low quality tea will be produced at any elevation or in any climate.

Pakistan: 80,000,000 lbs. still the goal

(*Continued from page 47*)

the government regarding the matter of the machine import licenses.

While considering the Pakistan Tea Industry, it would be expedient to examine the development of an industry closely allied to it, that of indigenous tea chests. In the past, Pakistan has been confronted with a paucity of tea chests qualified to compete with the foreign manufacturers. One chief hinderance has been the shortage of wood, but this problem is presently under investigation by the Forest Department. Total production of indigenous chests is approximately 45,000 a year, necessitating the import of about 500,000 chests. It has also been necessary to draw from the estate reserves, creating a serious shortage on the various estates. To reduce this danger, the indigenous tea chest industry must strive to produce 800,000 chests annually (500,000 for consumption and 300,000 to rebuild the reserves) under the close surveillance of the government. In the case of non-fulfillment of the annual quota, import licenses would be quickly issued.

Key to economy

Too much emphasis cannot be placed on the important position that tea holds in Pakistan's economy. In the 1956-57 season alone, tea earned approximately Rs. 49,-415,000 in foreign exchange (one Rupee is equal to 21¢). In addition to its foreign exchange earnings (which are superseded only by the profits earned from the export of jute in East Pakistan), the cultivation of tea in Pakistan provides employment for approximately 100,000 on tea estates and hundreds more engaged in handling, transport and export, and furnishes both the central and provincial governments with revenue from taxes and duties.

Tea is indubitably growing in commercial importance and popularity both in Pakistan and abroad. With this in mind, Pakistan is anxious and determined to take its rightful place as a major producer in the world's tea industry.

Africa's tea pattern...

Kenya: 1957 crop a record, exports up 1,680,000 lbs.

By. W. A. HOLMES, Vice Chairman
The Kenya Tea Growers Association
Kericho

Trends in the tea growing industry in Kenya in 1957 followed closely those of the previous year, but crop production and planting of new areas were at an accelerated pace.

Crops rose by over 750,000 lbs. to over 22,000,000 lbs. This constituted a new record in the history of the industry.

Climatic conditions for the year were slightly below average. The increase in production came from improved culture of the tea bush, and from new areas coming into bearing.

The quantity of tea exported was 16,727,000 lbs., an increase of 1,683,000 lbs. compared with the previous year.

The destinations of these teas were: Great Britain, 12,034,884 lbs.; Canada, 1,461,162; U. S. A., 1,431,842; South Africa, 987,269; Somalia, 266,738; Sudan, 154,165; Australia, 120,124; New Zealand, 3,232; Holland, 185,941; Aden, 11,221; Other African countries, 60,363; Other foreign countries, 10,890; Total, 16,727,830 lbs.

Local consumption of tea in Kenya amounted to 4,686,128 lbs., valued at £967,685. O. Od.

The total area under tea as at December 31st, 1957, was 29,982 acres, an increase of 2,952 acres over last year.

Area licensed for development under tea was 70,568 acres, an increase of nearly 6,000 acres over the figure for 1956.

The new tea areas coming into production are already giving indications of high potential yields, due to modern methods of management of the tea bush and soil conservation. This potential will be further increased as material from plant breeding becomes available on a large scale.

Plant breeding is being done both by the East African industry's central research organization, and by individual growers.

Clones are being selected for both yield and quality.

Associated with this appreciable expansion of the industry, new factories are being erected incorporating the latest ideas and methods in the processing of the leaf.

With the expansion of the industry comes a comparable increase in the numbers of workers employed.

Social welfare of the worker continues to play an important part, and the industry is proud of its record of being among the best employers in the country.

Uganda: 13,000,000 lbs. a year seen likely by 1962

By P. W. D. GILDERSON, Secretary
The Uganda Tea Board

A record crop was produced in Uganda during 1957 amounting to over 8,000,000 lbs. This showed a considerable increase on previous years, when the crops were as follows:

1946, 2,649,000 lbs.; 1947, 3,737,000; 1948, 3,831,000; 1949, 3,360,000; 1950, 3,677,000; 1951, 4,297,000; 1952, 3,835,000 (drought); 1953, 4,794,000; 1954, 6,265,000; 1955, 6,960.065; 1956, 6,801,314; 1957, 8,023,014.

With producers generally concentrating on new planting during 1957, when the new planting comes into full bearing, Uganda's potential crop may well exceed 13,000-000 lbs. per year by 1962. The estimate for 1958 is over 8,500,000 lbs.

The total acreage lisenced December 31st, 1957, was 24,843 acres, of which approximately 13,000 acres were planted. The proposed future planting program for the next three years is as follows: 1958, 2,700 acres; 1959, 2,000 acres; 1960, 1,250 acres.

Teas liscensed for export during 1957, with destinations, were as follows: U. K., 4,977,678 lbs.; Somalia/

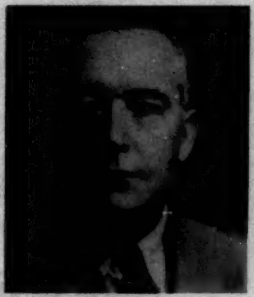
more acreage, bigger crops

Aden, 327,861; Sudan, 159,683; U. S. A., 112,651; Canada, 85,028; Australia, 114,700; Mogadiscio, 204,387; others, 59,722; total, 6,041,710 lbs.

The Nairobi Tea Auctions, which were first held in late 1956, were fully supported by most Uganda producers during 1957. Prices realized on these auctions were equal to the London market equivalent and in some instances fetched higher prices than London.

With the increased production from all three East African Territories, together with sales of some Belgian Congo, Nyasaland and Portuguese East African teas, the Nairobi Auctions can safely be stated as being established—especially as they are now receiving full buying support from overseas markets.

Nyasaland: production is expected to increase by 1,000,000 lbs. annually



By G. G. S. J. HADLOW, Chairman
The Nyasaland Tea Association Ltd.
Blantyre

Tea plants were first imported into Nyasaland in the year 1878, in a Wardian case, from the Royal Botanical Gardens, Edinburgh, Scotland. These were consigned to the headquarters of the Church of Scotland Mission in Blantyre, via Quelimane and the Zambesi River, and were taken into the charge of the Blantyre Mission gardner. Unfortunately they all died.

Ten years later, in 1888, a second consignment of tea plants from the Edinburgh Botanical Gardens was dispatched, also in a Wardian case, and again to the Blantyre Mission. This time two of the plants survived. These two tea bushes are still to be seen at the Blantyre Mission Garden, and it was from these two surviving plants that the Nyasaland tea industry originated.

Henry Brown, a Ceylon policeman who had retired and came to live in the Mlanje district of Nyasaland in the 80's of the last century, was planting coffee on his Mlanje estate at Thornwood, and some years later saw the tea bushes when going through the Mission garden. He took 15 seeds from the bushes and planted them on his return to Mlanje, some at the Lauderdale Estate and the remainder at his own Thornwood Estate.

Not very much attention was paid to these tea seedlings until the failure of the Nyasaland coffee crop, when all available tea plants were carefully collected. A report made in 1895 at the request of the then Commissioner Mr. (later Sir) Harry Johnson, stated that "tea of good varieties, Assam and China, have been introduced but they have not yet grown to any extent. It grows luxuriously and ought to do well in some districts . . . There is no reason why tea should not become a profitable cultivation."

Samples of manufactured tea were first received for report in 1898, and these are still preserved in the Museum at Kew Gardens in London.

In 1904 there were 200 acres of tea at the Thornwood Estate and 50 acres at Lauderdale. By 1908 some 600 acres were planted, and it was in this year that tea first figured in the Nyasaland exports.

In 1908/9, some 24,000 lbs. were exported, mostly to the United Kingdom, and exports steadily increased until the 1,000,000 lb. mark was reached in 1924.

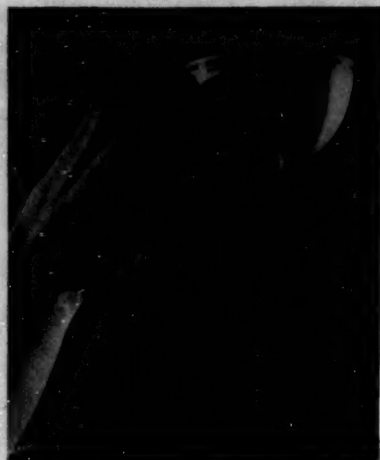
Serious attention was given to extensions in the Cholo district in the late 20's and early 30's, all tea until then having been put out in the older district of Mlanje.

Large areas were planted at that time and the tea gardens in the Cholo district now slightly exceed in acreage those of the Mlanje district.

The position of the industry today is that nearly 30,000 acres of tea of all ages is planted out, much of it is still young, and production in 1957 reached 20,000,000 lbs. It is confidentally expected that yields will increase by about 1,000,000 lbs. annually until the 30,000,000 lb. mark is reached.

There are now 29 tea factories which serve 65 estates making up this total acreage.

(Continued on page 62)



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B. FISCHER & CO., INC.
TEA — COFFEE — SPICES
585 Gerard Ave. New York 51, N. Y.

GEO. FRIEDMAN CO.
Tea Brokers
80 Wall St. New York 5, N. Y.

MARTIN GILLET & COMPANY, INC.
Tea Packers
203 East Lombard St. Baltimore, Md.

Best Wishes for a Grand Convention!
THE GRAND UNION COMPANY
East Paterson, N. J.

MAX HORWITZ CO., INC.
Tea Merchants
Tea Bag Manufacturers
194 Water St., New York BOwling Green 9-8158

IDEAL TEA PACKING CO., INC.
Individual Service Tea Bags
Iced Tea Bags
Packed for the Trade
222 Lake Ave. Yonkers, N. Y.
N. Y. Telephone number: LOrraine 2-7559

KING COFFEE
DETROIT, MICH.
The prestige of fine tea & coffee

Tea's 1958 Convention — Other Markets

year of change for tea promotion in Canada

By HAROLD L. KEEN, Chairman
Tea Council of Canada

I am grateful for the hospitality of these pages, for it is as worthwhile as it is pleasant to acquaint our American cousins with the Tea Council of Canada.

Having reached its fourth birthday, the Tea Council is a fledgling, but it has learned to use its wings well enough not only to maintain but to accelerate the progress achieved since the Council's inception.

This has been a year of many changes, the major one being the retirement from the tea trade of Arthur M. Wilson, who was the Council's first chairman. It was largely through Mr. Wilson's personal efforts that Tea Council of Canada came into being.

In October, 1953, convinced of the need for a Canadian organization with sufficient funds capable of acting in advertising and promotion matters for the Canadian tea trade as a whole, he travelled extensively in Canada and ranged as far afield as London and Colombo in order to convince the various sections of the industry. The Council was inaugurated under his chairmanship in June, 1954, During the three following years, Mr. Wilson was chairman of the Council, and under his guidance and with the help of his unrivalled knowledge of the Canadian tea trade, the Council was firmly established. His resignation as Chairman of the Council was a matter of great regret to all associated with the Canadian tea business.

New advertising agency

Over the past year the Tea Council has changed its advertising agency and formed two special subcommittees. The advertising committee was formed to assist the executive-director in the planning and supervision of advertising. It has done admirable work and also in the selection of a new advertising agency. The second committee was formed at a board of directors meeting in April to investigate the automatic vending of beverages. This is a fast-growing market, from which tea cannot afford to be excluded.

The formation during the year of these two sub-committees and the changing of the advertising agency are the first additions to the original organization pattern of the Council since its formation.

Consumer advertising is the most important function of the Council, accounting for 90% of our expenditures in 1956/1957. Since October, 1954, when the Council's advertisements first appeared—less than four years ago—there has been a continual and substantial increase in advertising costs. It is a major problem to maintain our advertising effectiveness and coverage in this vast country to the face of rising advertising costs plus the combination of tremendous competition from established and new beverages. Advertising research will, therefore, be a most important factor regarding future decisions of the directors.

Inorder to find ways and means to develop a reliable method of measuring the effectiveness of our advertising—to produce the best advertising possible, to pre-test and guide effective placement, a third special subcommittee is being formed. In this connection, I wish to acknowledge the ready assistance of the members of the executive and other committees who gave so generously of their time and ideas throughout the year.

Duringthe winter months of December, 1957, and January, 1958, the executive-director, D. M. Langton, made an extended tour of India and Ceylon. The purpose of the tour, which was successfully realized, was two-fold—to give the members of the tea industry in the producing countries a clearer idea of the aims and operations of the Tea Council of Canada and to give Mr. Langton the opportunity of studying at firsthand the production of tea and the organization of the industry.

Better understanding

In both India and Ceylon, the executive-director had extensive talks with members of all sections of the tea industry, with Tea Board and government officials, and with the press. On several occasions during the tour, he gave to large audiences of tea men a slide presentation which outlined the aims and organization of the Council and showed the development of its advertising and publicity programs. Reports emanating from trade circles in both producing countries after Mr. Langton's visit clearly indicate a much wider appreciation of the complex problems confronting the tea industry in Canada.

I would like to take this opportunity of mentioning that the Tea and Coffee Association will be holding its convention at the world-famous Empress Hotel, Victoria, B.C., October 5th-8th. Our annual tea conventions are always well attended, but I would like to extend a special invitation to one and all to join us in Victoria, for this year British Columbia is celebrating its centennial anniversary. Apart from a very interesting business program, there will be a lot to do in this beautiful part of Canada.

the wagon routes sell hot tea
(Continued from page 31)

preferred to loose tea in a ratio of approximately 90% to 10%.

The big problem confronting the tea industry, as Mr. Reese sees it, is converting coffee drinkers into tea drinkers. "The Tea Council and the tea industry will have to 'stay with it' for a long time because the coffee habit is one of the hardest to break." He admits that there is a possibility "we, as distributors, don't devote enough time to tea."

Even though he makes less profit on coffee, he pushes it because of what he feels is "consumer taste."

McGuire Brothers Coffee Co.

This regional Michigan firm is solely a wagon route operation, both in wholesale and retail areas, and has been for half a century.

"Years ago, we used to handle about 60 different types of tea, anything you could name," says Donald T. McGuire. Today, the company features only orange pekoe and the regular green.

The drop has been a gradual one and, as far as Mr. McGuire is concerned, the reason is cut and dried.

"We don't specialize in tea any more because the United States is a coffee-drinking people, he remarks. "The public is just not susceptible to tea. War with Japan didn't help any, either."

Mr. McGuire admits that his company has not "dived into tea sales too much. We haven't promoted the product at all."

Incidentally, McGuire Brothers' tea sales have gone up recently. But only, according to Mr. McGuire, because the population has increased. The percentage of sales has not.

Mother's Koffee House

R. H. Benson, Jr., of this long-established firm, sees tea as a "definitely growing" commodity. "We are selling more tea now than ever before," and roughly 30% more tea than coffee.

Mr. Benson gives a rather unusual explanation for this rise. There is so much hypertension and nervousness rampant these days, that coffee is too much of a stimulant.

Mother's Koffee House is a New Jersey operation, with both retail and wholesale outlets from Trenton to the southern tip of the state.

As far as tea bags are concerned, merchandising in the store and on the door-to-door level differ. Small packages of tea bags are popular in the retail store. On the wagon route, however, you sell more packages of 48 and 100 tea bags. One reason is that the salesman has to sell more to make up for his extra expense in door-to-door selling.

Mr. Benson believes in premium merchandising. At the present time, the firm is offering the wholesale trade six glasses for every package of 50 tea bags. On the wagon route, he will occasionally run a special with each box of

tea bags. However, Mr. Benson doesn't think tea needs this stimulus.

While Mother's Koffee House does no advertising whatever ("We have enough expenses with trucks, commissions, etc.," says Mr. Benson), the company encourages tea sales by keping tea in the sales basket at all times. The offering differs from time to time. "One week it's the 48-bag box; another week it's a half-pound package of orange pekoe."

Mr. Benson's sales people also try to persuade customers to take the 100 tea bag box. "Just as you can't get to like the flavor of coffee until you've tried about five pounds of it, you need to give yourself time to enjoy tea to the fullest."

Although tea bags are the biggest sellers, Mr. Benson finds that his loose tea sales have started to pick up recently. This he attributes, at least partially, to the fact that they now box their loose tea instead of bagging it. "New sales are always sparked by new packaging," he says. Different visual appeals, rather than a product's intrinsic merit, will draw the purchasing dollar from 75% of the housewives, he feels.

Jewel Tea

It is obviously impractical to predict tea's future in the wagon route industry. There was a time when the door-to-door salesman was as familiar a part of the American scene as the cracker barrel. But patterns change.

The editor of a large circulation magazine in the merchandising field reads the change this way: "Wagon routes are not a pattern for the future, even in the rural areas."

Home service operators see it differently. They feel they have their fingers on the consumer pulse, closer than any other type of merchandiser, and they are ready and able to respond to needs—in delivery equipment, products, approach or whatever.

If wagon routes are doomed to oblivion, along with the American buffalo, you can't prove it by the Jewel Tea Co., Inc. Over 2,000 Jewel route salesmen serve more than 1,000,000 families in 42 states. Donald S. Perkins, merchandising manager for this giant chain of food stores and home service routes, made such significant comments about tea on the truck-to-home trail that we are passing them along, verbatim:

"Based on our sales figures for the last ten years, the demand for hot tea appears to be relatively constant. While our total tea volume is up over ten years ago, the increase stems largely from price increases and sales of iced tea.

"Home delivery selling differs from 'shelf selling' in two ways:

"1. We have an opportunity to personally describe, as well as *show* the package of tea, which is an advantage when our servicemen have time to devote to tea.

"2. We have an opportunity to illustrate the end product—for example, a steaming cup of hot tea, we well as the package, through the use of our grocery cards.

"Our problems revolve basically around time. Our service men can spend profitably only eight to ten minutes in each customer's home. Our men must divide these few minutes between grocery and general merchandising selling.

"The result is that they have very little time for any one phase of grocery or general merchandise selling.

"We attempt to solve the time problem by making the packages and sales aids as simple and easy to understand as possible. Also, over a period of time, by rotating the groceries and general merchandise placed on sale, we, in

effect, make it easy for the service man to give emphasis to the whole line.

"Perhaps the most important thing we've done in the area of packaging is to make them larger. We've noticed a significant interest by customers in the last few years for larger packages—sales of one pound bulk are doing better than half-pound. Sales of 100 tea bags are beginning to catch up with those of 48 tea bags.

"In advertising tea, we find it most profitable to promote multiple sales. For example, we find that it is *much* more effective to put a sale price on a combination of two packages rather than to reduce the price of one package. Occasionally, we'll promote tea and coffee together; frequently, we'll make it a 'your choice' sale—choose either tea bags or bulk tea at this low price. . .'

"Here is an interesting experience we had with the merchandising of hot tea that affected our hot tea sales. While we now have a specific blend and package for iced tea, last year we experimented with the idea of placing a label on our regular half-pound blend of hot tea—suggesting that it was a wonderful iced tea blend, too. The reason the label was put on the hot tea blend was to help us out of a slight inventory problem. That label was a mistake. Not only did we *not* sell iced tea, but our sales of hot tea dropped sharply, too!

"Our most effective tea salesmen are those that have developed standing orders for both hot tea and/or coffee. By standing order, I mean that with every delivery, which is every two weeks, there is a standing request for tea or coffee. The arrangement is such that in most cases the customer never has to worry about mentioning the order. The service man brings it automatically."

tea's training ground

(*Continued from page 34*)

these sessions become the basis of the new projects for the year, and in fact resulted in the agenda for the two joint meetings.

The companies which have in the past been represented on the Board have found that they were well rewarded in many ways. The continued support of all association members will insure the future success of the entire tea industry.

What has been done is good. What can be done should be better. With a decade of growing behind it, the Board now appears as an active, mature force working for tea today and preparing to cope with the problems of tea tomorrow.

the restaurant sells hot tea

(*Continued from page 28*)

restaurant-cafeteria as opposed to service dining room—the factor that sells hot tea changes, too. In the first, it is availability and ease of preparation by the customer himself that counts—in the other it is the quality of the serving.

What sells more hot tea in restaurants—quality of product, promotion or method of preparation? The answer is that the type of restaurant operation itself will determine which aspect of hot tea merchandising should be stressed.

how "Red Scissors" works

By HAROLD G. KARN, Vice President
Premium Associates, Inc.

You may have already run into the Red Scissors Coupon Plan. If not, you're likely to in the not too distant future. Whether you're looking at it as a possible tool for your own brands, or as a source of stiffer competition, you'll want to understand it. This article, based on a talk to the Premium Merchandising Club, New York City, can open up the subject for you.

Something new in premium plans is now operating in the food field. It is a coupon plan geared to today's merchandising problems.

It is called the "Red Scissors Coupon Plan", and a red scissors is the symbol used on the coupons issued by all the companies participating.

Among those companies is a leading New Orleans tea and coffee packer—Wm. B. Reily & Co., Inc., which is using the plan to hold old customers to Luzianne Coffee and Tea, and to gain new customers.

In fact, holding old customers and winning new ones are the objectives of all the participating companies. What distinguishes the Red Scissors Coupon Plan is the fact that these companies are joined in a common effort to achieve these aims.

Who are the other participants?

The Bordon Co., New York City—Borden's Evaporated Milk; J. H. Filbert, Inc., Baltimore—margarine and mayonnaise; Corn Products Refining Co., New York City—Linit Liquid Starch; Colgate-Palmolive Co., New York City—Octagon and Kirkman Line; Illinois Canning Co., Hoopeston, Ill.—Joan of Arc and Pride of Illinois; Columbus Canning Co., Columbus, Miss.—Jet and Bonus Dog Food; General Foods Corp., New York City — Calumet Baking Powder (South); Skinner Manufacturing Co., Omaha—Skinner's Macaroni and Cereal; Austex Foods, Inc., Austin, Tex.—Chili, Beef Stew, Hash, etc.; Rancho

Soup Co., Sunnyvale, Calif.—Rancho Soup; Lewis Food Co., Los Angeles—Dr. Ross Dog Food.

There are some big names among the group. All are important either on a national or regional basis. They are good companies, and in very good company.

Let's see how the plan works out in the case of Wm. B. Reily & Co.

Packages of Luzianne Tea and Coffee carry coupons, which the housewife is urged to save. The products of each cooperating company carry similar coupons.

The coupons can be redeemed for beautiful and useful premiums, and the coupons from all the products in the Red Scissors Coupon Plan *may be combined* for the same premium. That is one of the important features of our plan. Each company in the Red Scissors Coupon Plan lists on their coupon, or somewhere on their packages, the names of the other products giving Red Scissors Coupons.

This is a tremendous help. It lets the consumer know which products give valuable Red Scissors Coupons. I'm sure it influences her choice of member companies' products when she shops.

To the members of the plan, this cross-reference on each other's product is a real force in bringing the product name to the housewife. The

number of such brand name mentions runs to a total in the high nine figure range.

The Luzianne Tea or Coffee coupon invites the consumer to write for a catalog or to visit any Red Scissors Premium Store. Our catalog is modern, colorful and attractive, and illustrates products as well as premiums. When the consumer receives our catalog, she sees the great array of useful and beautiful things that she can get *FREE*—for coupons. She can order these premiums by mail, and many consumers do.

In the catalog, however, we show the addresses of our many premium stores and many, many housewives go to the store in their community. There, in our Red Scissors premium store, the consumer sees many more premiums than are shown in the catalog.

We like the consumer to visit our stores for there we can serve her best. We can find out what she really wants, and if we don't carry what she wants, we can rectify it. We admit that we learn much by actual contact with our premium customers in our own stores.

Then, too, in our own stores we can find out from an analysis of the coupons redeemed what products in the Red Scissors Coupon Plan she is not using. Through the distribution of "extra value certificates", good for a specified number of coupons if returned *with* a specified number of coupons from a particular product she has not been using, we create a new user for that product. Through this process we get the housewife to switch from a non-coupon brand to a brand with the Red Scissors Coupon. We create new users for the product—new customers. We, in the Red Scissors Coupon Plan take every opportunity to help boost the sales of our members.

Through the use of point-of-sale material with the Red Scissors Symbol on it, the salesmen of each company, with no great effort, helps the other members of the plan and, of course, he in turn has salesmen helping him. Through the use of the symbol on several products on display in each grocery store, the housewife is made aware of the fact that Red Scissors coupons come with several products—products she uses every week or every day. Result: she buys the products with Red Scissors coupons.

For members of the Red Scissors plan, there are opportunities to effect economy in advertising through sharing the costs with others.

Recently we ran an advertisement in 101 cities in the southern states. We called attention to "Seven More Brands" which had joined the Red Scissors Coupon Plan, and we listed all of the products in the plan for the areas where the advertisements ran. We also called attention to a Premium Folder.

We distributed the folders house-to-house and by mail to a total of 4,500,000 homes in the 13-state area from Virginia through Texas. This folder illustrated a carefully selected group of popular premiums and also showed the products that offer Red Scissors Coupons.

On page five is the "meat" of the folder. Here we offer big coupon bonuses to induce the consumer to buy all eight brands featured.

Most coupon savers in the areas to be covered with the folder now use three or four of the brands—this we know from our records. If we get these customers to buy one or two additional brands, five brands in all, we

give her a bonus of 100 coupons. That represents a retail value of about 50¢. For every additional brand she buys, we give her an additional 50 coupons. If she buys all eight brands, she gets a bonus of 250 coupons—a retail value of about $1.25 in premiums.

This, we feel, is without doubt the most liberal offer ever devised for a coupon plan.

Is the dealer affected? Of course he is. This folder will move big quantities of each of the featured brands, and any live grocer will want to get his share of the business.

Grocers today are swamped with cash discount coupons—5¢ off, 10¢ off, etc. Our program will give the consumer real value—not 5¢ and 10¢—and the grocer has nothing to do, no handling, no redemption, no detail. Red Scissors does all the work.

This is a great sampling device. The consumer has only to buy one package from each brand to secure eight different coupons to qualify a 250 free coupon bonus. We believe when she buys the first package, she will continue to buy the brands when she learns:

1. The *quality is as good or better than* competitive brands.
2. She *pays no more* for our brands.
3. She *gets extra value—in the Red Scissors Coupons.*
4. She can save these coupons and *combine with other coupons.*

I'm sure you will agree that the Red Scissors Coupon Plan is geared to today's merchandising problems.

We consider the plan:

1. A device to secure new customers.
2. A plan to create brand loyalty.
3. A way to secure institutional advertising at only a fraction of the cost that would apply if attempted by one company.
4. It is a plan designed to build a business gradually but thoroughly.
5. It provides a salesman with a tool that can be used on each and every call—a sales tool different from that of his competition.

Africa's tea pattern: Nyasaland

(*Continued from page 53*)

Great development has taken place over the past few years in the installation of the latest tea manufacturing machinery and of oil firing for the tea driers. Electrical power is now being used for the running of many factory installations. Main line power is laid on from the Blantyre Power Station to the Cholo District, and advantage is being taken of this source of energy. It is hoped to be able to lay power mains to the Mlanje District in a very few years.

Great efforts are being made to improve the quality of Nyasaland tea and a grant of £10,000 has recently been made by the Nyasaland Tea Association Ltd., which is the official body representing all Nyasaland tea growers, for the purpose of research.

It is proposed to institute research into the problem of improving the fermenting qualities of Nyasaland tea leaf. Two professors from Cambridge University have recently visited the country and arrangements have been made to install a biochemist of repute at Cambridge University for three years study of the problem, with material supplied by the Nyasaland Tea Research Station.

Finance for this undertaking is realized from the cess on tea exports of ¼d per 100 lbs. made tea. Confidence has been, and is being, shown in the Nyasaland tea industry, and it is now the most valuable industry in Nyasaland, earning some £3,500,000.

Tea has now displaced the tobacco industry, which until recently held pride of place.

Great progress has been made in recent years with the improvement of tea seed, and only the best Indian varieties

(*Continued on page 64*)

Tea Council of Canada to report on India, Ceylon at Victoria convention

An hour-long presentation centering on India and Ceylon will be made by the Tea Council of Canada at the 11th annual convention of the Tea and Coffee Association of Canada, being held at the Empress Hotel, Victoria, B. C., October 5th-8th, 1958.

The convention will take place during the centennial celebration of British Columbia.

The Tea Council's presentation is scheduled for October 7th.

D. M. Langton, the Council's executive director, will open with a 25-minute review of his recent tour of India and Ceylon.

He will show slides picturing different aspects of the two tea-growing countries.

C. S. Venkatachar, Canada's new High Commissioner for India, has been invited to report directly to convention delegates on India's tea trade.

The closing portion of the Tea Council's presentation will be given by C. W. Reybold, of W. W. Reynolds Ltd., the Council's new advertising agency.

He will explain the thinking behind the Council's new advertising campaign, and will outline the program for the coming year.

New book says Sir Thomas Lipton "invented" publicity

"Sir Thomas Lipton was thought by some overly enthusiastic admirers to be the inventor of publicity," says Jerome E. Brooks in his new book on America's Cup, "The $30,000,000 Cup", published by Simon & Schuster.

"There was no question at all but that he made full use of it," Mr. Brooks adds. "What he did do which was novel in his locale (Glasgow) was to introduce pictorial advertising and live promotion, a good deal of it in a vernacular and colloquial style. In the neighborhoods where these examples of homely wit were conspicuously on display, the neighbors had something to talk about for a week and more."

Author Brooks, an ex-public relations man, researcher, writer, and yachtsman himself, points out these highlights in the life of Sir Thomas, the famous Cup challenger:

At 21 years of age, he opened his first shop in Glasgow; by age 30 he owned a chain of 20 stores.

By 1890 (when Lipton was forty), "when one bought tea in the British Isles, one thought first of Lipton's. He received a warrant in 1895 as supplier of tea to the royal household."

P. S.: What radiation?

The rumpus over a shipment of green tea from Japan said to be radioactive fizzled out completely last month.

The Food and Drug Administration, which made an examination of in San Francisco, the tea, said radioactivity was well below the established tolerance and the tea was released for sale.

A statement of the results of FDA's examination of the tea was made public by George P. Larrick, Commissioner of Food and Drugs. It said that the amount of Strontium 90 in the brewed tea would not exceed one-tenth of the tolerance recommended by the National Committee on Radiation Protection and Measurements.

The rumpus involved 540 chests of tea aboard the freighter Tancred which arrived in New York July 31st. Slight radioactivity in the tea was originally reported by the Coast Guard

India: Prospects in the U. S. market

(*Continued from page 38*)

to the buyers, from the point of view of both quality and price, and I believe that American buyers, who know how to count their blessings, would not want to make a Boston Tea Party today.

Q: Would you say that the reversal you refer to occurred because of the difficulties that Ceylon and Indonesia have been facing for some time past?

MR. MENON: No, I wouldn't say that, since the reversal occurred before their difficulties erupted. While we sympathize with these countries in their difficulties, I would say that our exports to the United States are edging up again because we are able to satisfy the buyers in terms of quality and price. We in India realize that our tea industry can prosper only if we cater to the needs of our customers. Our policies are based on this realization. The government as well as the tea industry is therefore constantly thinking and acting to produce results which will not only sustain but, indeed, increase our customers' satisfaction.

In general, there are two reasons at the back of our efforts. Firstly, tea exports earn for us the biggest amount of foreign exchange, and in this critical period of our economic development, we need to augment our foreign exchange resources as much as possible. You should also note that over a million people derive their income from our tea industry. Secondly, and quite as important, is our responsibility as the largest producer of tea in the world to our customers abroad and to the millions of tea consumers the world over. We want to retain and improve our ability to supply the world with quality tea at competitive prices. The Government of India Plantation Enquiry Committee on tea made several recommendations to help further this aim, and 77 of these recommendations have already been accepted by the government.

Q: Can you cite any specific advances in this direction?

MR. MENON: Certainly. Take for instance CTC tea, which is a product of the research constantly carried on by the Indian tea industry. Teas produced by the CTC process have found wide favor and acceptance in the United Kingdom, and I belive that the American trade also will soon come to appreciate the virtues of this type of tea. In fact, some buyers have already shown their appreciation by purchasing sizeable quantities of CTC tea.

Q: Is it true, Mr. Menon, that the switchover in India to production of tea by the CTC process has reduced the quantity of regular teas available?

MR. MENON: No, it is **not** true. I believe that adequate supplies of regular teas are available. I may point out here that the number of producers who have switched over to the CTC process is, as yet, small. Again, our total tea production this year is likely to exceed last year's output. Even though rough weather conditions have affected the crops in North East India, the bumper crops in the South are likely to compensate for any shortfall in production north of the Vindhyas.

Q: There is one other matter, Mr. Menon, which needs clarification in the minds of many American importers—the basis of the duty which your government levies on tea exports.

MR. MENON: I am glad you raised this question, since this gives me an opportunity to assure the trade that the basis of our export duty on tea is not in the least arbitrary or capricious, as it is sometimes imagined to be. The rate of export duty is calculated on the basis of export prices, and within the framework of a slab system, it automatically adjusts to movements of prices beyond fixed ranges. Members of the tea trade can work out in advance the likely rate of duty at the time of export, and they have indeed been doing this with considerable accuracy.

I believe, however, some of the buyers are apprehensive of sudden changes and therefore are hesitant to commit themselves to purchases in advance. But I may point out here that although the slab system theoretically permits of variation in the rate of duty, in practice variations are few and far between. In fact, the actual rate of duty has remained stable at 38 **maye paise** per pound for almost a year now.

I may also add that, during the Suez crisis, when prices rose considerably, export prices for purposes of tariff were actually fixed at a much lower level, thus preventing a sudden rise in the rate of duty. This action certainly proved that the slab system of export duty is not allowed to operate to the injury of buyers abroad.

In the circumstances, I want to assure our buyers that there is no likelihood of our changing either the system of levy of export duty or the quantum of duty within the slab. It is no doubt a complex problem, but we are tackling it in the same spirit that governs our entire policy, namely the spirit of cooperation, and I am sure that from the American tea industry we can expect the same spirit of cooperation—to operate to our mutual benefit.

Africa's tea pattern: Nyasaland

(*Continued from page 62*)

are now being planted. Direct importation from overseas is prohibited, owing to the danger of blister blight and other diseases, but seed of excellent quality is now being produced locally from tea seed bearers planted years ago and scientifically bred up to produce only good quality seed.

In 1930, the Nyasaland government alloted funds for the establishment of a Tea Research Station in Mlanje, and scientific staff personnel were alloted to it for the investigation of local scientific and agricultural problems.

A similar station is shortly to be established in the Cholo district. These stations are now being financed jointly by the government and from the cess funds collected by the Nyasaland Tea Association, and results have been found to be extremely valuable in the determination of many local problems.

Tea growing unlikely in South Africa

Although tea plants will grow in certain favorable parts of South Africa, economic production of tea there is not a sound proposition, according to Dr. A. Van Der Mueten.

No large-scale crop makes a higher demand on labor than tea, and in South Africa wage levels and lack of suitable labor would combine to defeat any tea producing project, he feels.

Editorials

Tea's big questions

Where is tea in the United States market? What key trends in the producing countries are shaping cost-supply factors? What kind of attack will the industry mount against the hot tea market in the upcoming season?

This is the time for the big questions. Tea people are again gathering for a convention—this time on the banks of New York's Lake Placid, at the Whiteface Inn.

Background material for some of the answers are in the special tea convention articles in this issue of COFFEE & TEA INDUSTRIES, formerly The Spice Mill.

Here, for example, is Robert B. Smallwood, top man at Thomas J. Lipton, Inc., and chairman of the Tea Council:

". . . in spite of increased grocery store sales, tea imports were off almost 7% during the first half of 1958 versus 1957. Fortunately, as we have learned many times in the past, imports do not always tell the whole story. The truth is that consumers have been buying more tea, and gains in recent months have averaged 3% to 5% over the year before. Import figures are down temporarily due to stricter inventory controls placed on many products during the early part of 1958."

Apart from basic trends, what's happening in brand promotions? This is what Edward C. Parker, of the Tetley Tea Co., president of the Tea Association, says:

"There probably never was a period in which so much new point-of-sale material was introduced and so many improvements made in the packaging of tea. More people are conscious of the various new tea advertising campaigns, all of which are not only different and interesting, but also stick to the point of how good hot and iced tea are.

"Certainly the family-size tea bag is well on its way—after some faltering steps—to becoming an established part of the line of tea bag packages sold by the grocers in this country.

"Undoubtedly, instant powdered teas are making progress and becoming more acceptable to the consumer each year. This type of consumer package increased the total consumption of coffee, and may eventually do the same for tea."

John M. Alden, vice president-marketing of Coffee Instants, Inc., feels that instant tea is on the verge of a break-through:

"The rumblings on the instant tea front are reminiscent of the instant coffee sounds after World War II. Tea packers, processors and distributing companies are becoming aggressive in selling, promotion and advertising pressures.

"Retailers are making better product presentations of instant tea. And most gratifying, the consumer market is responding with more users, more repeat purchases and more regular and frequent usage of instant tea."

In the raw product, as well as the finished one, changes are being closely observed. George Mitchell declares that CTC and "fresh leaf" teas have great value in blending for tea bags in the United States market:

"These two teas do not lend themselves to being used alone, but are useful when blended with teas of orthodox manufacture, or when the two are blended together. The CTC's furnish a quick brewing colory liquor with much body, and fresh leaf gives a red liquor with briskness, bright infusion and strength."

How about markets? For example, how is hot tea doing in the country's food stores?

"From an industry viewpoint, this year's increase in tea sales looks good, mighty good."

This statement is from a COFFEE & TEA INDUSTRIES' field report in this issue. The report supplements statistics with comments by top food merchandisers.

In the restaurant market, suggests another C&TI field report, the specific approach is the key to more hot tea sales:

"The type of public feeding establishment—cafeteria, drug store, hotel dining room or general restaurant—*and the differences that set it off from other restaurants within its own category*—these factors determine the tea merchandising techniques management will adopt."

One restaurant—Cooley's Cupboard, in Evanston, Ill.—has built hot tea into a community social activity.

The article on Cooley's Cupboard in this issue tells how "tea fills his restaurant with customers during the hours when most public feeding establishments are as curiously empty as a ballpark after the game is over. For another, tea helps him 'sell' foods throughout his establishment."

The wagon routes, too, sell hot tea, although attitudes among the operators differ widely, according to a third C&TI field report.

Some of the bigger home service companies, however, are among those enthusiastic about tea. Merchandising problems are different.

All of the special tea articles—on the trends, the products, the markets, the producing countries—offer background for the kind of basic questions tea people ask themselves at convention time.

key problems on world coffee agreement nearer solution; Africa shapes answer

World agreement on coffee export controls seems to be moving closer to reality.

The big obstacle, reluctance by African producers to participate, appeared to be crumbling.

Behind this development were:

- Insistence by the United States that some action was necessary to stabilize coffee prices in the face of mounting surpluses.
- A "warning" by Brazil that it can sell millions of bags of coffee at lower prices than Africa, if need be.
- A revamping of the proposed quotas on crop exports to reduce somewhat the amounts Africa would have to withhold.

The decision by the African producers was expected to take shape early in September, with an official declaration by mid-month.

The International Coffee Study Group, Washington, D.C., postponed to the second week in September a plenary session originally set for late August. At this session, African producers are expected to give their response to the export control plan.

In the meantime, the French government invited African representatives to meet in Paris early in September—presumably to determine a joint position on the world agreement.

Latin American countries were invited to send observers to the Paris meeting.

France was reported to favor participation in the quota plan by its African coffee producing areas.

These developments were encouraged by a firm United States stand that some stabilization measures were necessary. The U.S. led in the formation of the International Coffee Study Group, which is working out the agreement.

This country's attitude was clarified by the disclosure last month of secret testimony given by Assistant Secretary of State for Economic Affairs Thomas C. Mann on July 31st to the Latin American Affairs subcommittee of the House Foreign Affairs Committee.

Mr. Mann is head of the 23-nation International Coffee Study Group.

He said the Administration, in its efforts to help Latin American coffee producing countries stabilize earnings from their leading export crop, would like to see prices remain within a 10¢ range.

Wildly fluctuating commodity prices had become the number one problem for Latin America, he told the subcommittee.

The United States, by participating in the coffee study group, hopes to get producing countries to work out an agreement "on limiting exports to a level which will maintain a price fair to the producers and the consumers."

He said any success the study group may have in achieving this worldwide participation will depend "in part on the willingness of all major producers to go along."

Mr. Mann also stressed that "we are not talking price in this study group," but only export limitations.

"Price would depend upon the amount which is exported," he told the subcommittee.

"If we can stabilize within a 10¢ range, that would enable Latin American governments to plan on what their revenues were going to be, and I think they would prefer this to the uncertainty of perhaps a bonanza one year and a crisis the next," he added.

The year-old Mexico City agreement, under which some Latin American countries have agreed to hold down their exports, has met with "some success," Mr. Mann reported, but only after "great stresses and strains."

Mr. Mann repeatedly emphasized that an important U. S. consideration is that any agreement reached does not "take advantage of the consumer."

Crop and export controls, rather than price support, is the United States position. This was pointed up in a New York Times report on the results of the talks by U. S. Secretary of State Dulles with Brazil's President Kubitschek.

"Like other coffee-producing countries, Brazil would like the United States to enter into an international commodity agreement to stabilize coffee prices through a kind of price-support system," the newspaper reported. "The United States has been unwilling, however, to participate in a price support system of coffee and help underwrite the storage of surpluses. Rather, it has urged the coffee-producing countries to agree on limiting production and

(*Continued on page 90*)

Costa Lima replaces Guzzo as president of I.B.C.

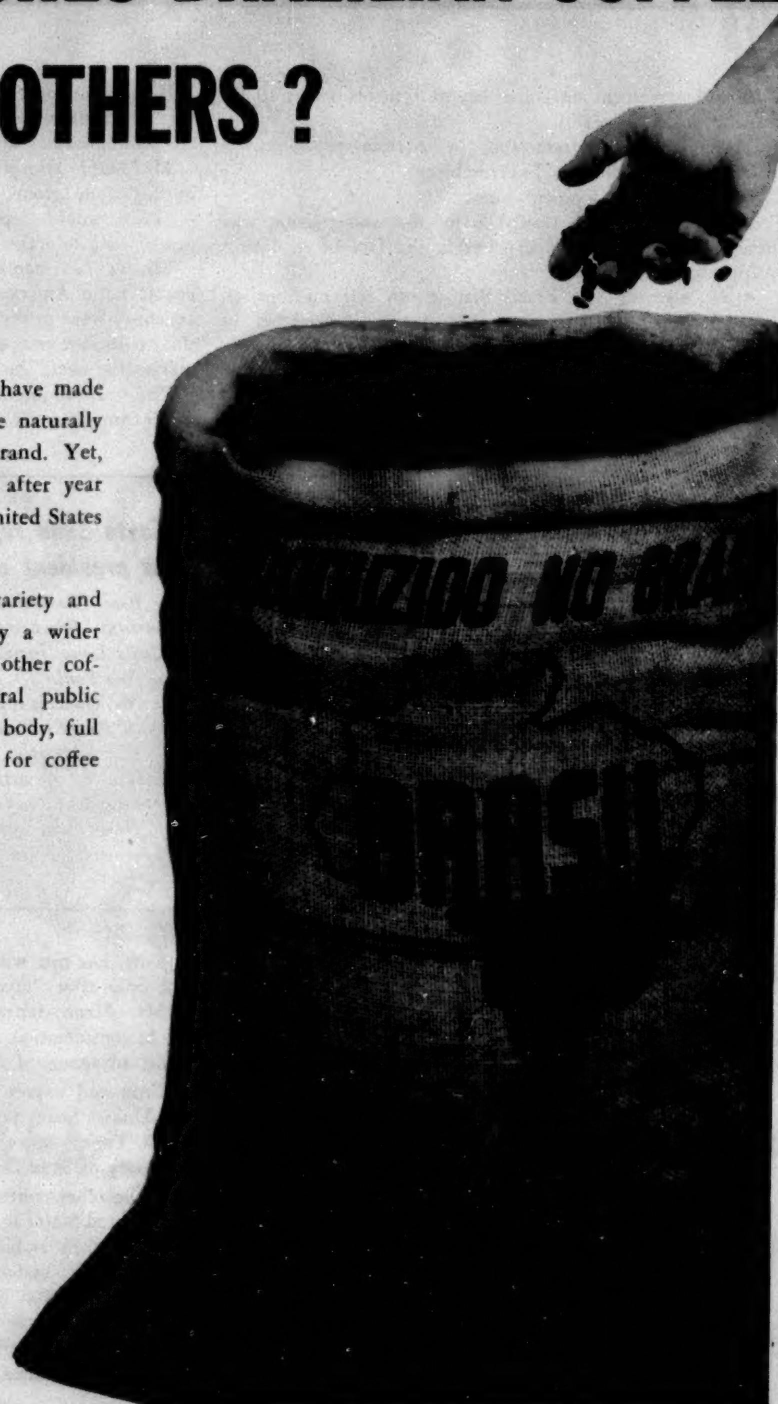
Paulo Guzzo resigned last month as president of the Instituto Brasileiro do Cafe and was succeeded by Renato Costa Lima, former secretary of Agriculture for the State of Sao Paulo.

Mr. Guzzo's resignation resulted from policy differences with Brazil's Finance Minister, Lucas Lopes.

The Ministry declared that the resignation of Mr. Guzzo, along with two IBC directors, did not mean the government's coffee policies would be changed.

Brazil will continue seeking an international coffee agreement, it was emphasized.

WHAT DISTINGUISHES BRAZILIAN COFFEE FROM ALL OTHERS ?



BRAZILS ARE PREFERRED

The millions of U. S. citizens who have made coffee the nation's favorite beverage naturally do not all like the same blend or brand. Yet, one country, Brazil, continues year after year to export more of its coffee to the United States than any other country.

A basic reason is the unequalled variety and quality of the Brazils. They satisfy a wider range of consumer tastes than any other coffee. Coffee experts and the general public agree on the eminence of their rich body, full flavor and aroma. The U. S. taste for coffee has been built on Brazils.

PROMOTE BETTER BREWING

Join the industry-wide campaign for heartier coffee

better brew drive hits full stride

The most concentrated campaign for better coffee brewing ever launched by the industry is hitting its full stride this month.

All of the industrywide organizations are focussing on the better-brew objective.

John F. McKiernan, president of the National Coffee Association said that the majority of all coffee cans and bags on grocers' shelves this month will carry approved brewing instructions and/or a Standard Coffee Measure.

The Pan-American Coffee Bureau is running four-color advertisements in the Ladies Home Journal and Sunday supplement sections of the New York Daily News, Philadelphia Inquirer and the Chicago Tribune. The total circulation is more than 10,000,000.

A revised scale of prices for The Coffee Brewing Institute's Standard Coffee Measure was put into effect. The new prices represent savings of from $1.00 to $3.00 per thousand, depending on quantity.

Also cooperating in the campaign are the American Can Co., the Continental Can Co., coffee bag manufacturers and coffee roasters who pack retail brands.

NCA has supplied its members with one and two-column matrix forms carrying the campaign slogan, "Good Coffee Deserves Good Brewing", for insertion in their print media advertisements.

The American Can Co. is promoting use of its special coffee can lids, imprinted with brewing instructions, in full-page ads in the August and September issues of the coffee industry magazines.

The Continental Can Co. is also offering metal covers for one and two pound cans, imprinted with approved directions for brewing with the particular grind packaged in the can.

The industry's crusade for better brewing was prompted by an alarming trend in consumers' coffee-making habits. Surveys revealed that the average formula has soared from 46 cups to the pound in 1949 to over 64 cups in 1958.

Commenting on this "stretching" trend, Mr. McKiernan said, "The time has come to unite in an industrywide effort to upgrade our product rather than permit it to be recklessly exploited as a reasonable facsimile of water."

Wishy-washy coffee has been criticized publicly by Assistant Secretary of State for Inter-American Affairs Roy R. Rubottom. Speaking at a dinner in Washington, he said: "Today, coffee everywhere is a weaker brew." He added that a return to a full-bodied beverage "would give consumers something to justify the name of coffee and would also help to assure prosperity for the coffee-producing countries of Latin America."

Immediate objective of NCA's efforts is to place brewing instructions into the hands of every American who makes coffee at the moment of actual brewing.

More than 70 NCA roaster members are participating, and many non-members have also joined the drive. Twelve supermarket chains, two national brands, and two of the largest regional roasters are included.

Mr. McKiernan pointed out that a return to the 46 cups to the pound formula of 1949 would mean an increase in coffee consumption of more than 500,000,000 roasted pounds. The current campaign, he added, should start the trend in that direction.

The price schedule for CBI's Standard Coffee Measure, offered in color choices of red, yellow or blue, ranges from $9 per 1,000 for quantities of less than 5,000, to $8 per 1,000 for quantities of 1,000,000 or more for the regular stock measure, without message.

Cost for imprinting is included in the overall price. Under this schedule, the imprinted measure will range from $20 per 1,000 on orders less than 5,000, to $14 per 1,000 on orders over 1,000,000. Charge for the imprinting die, covered on the original order, is $50.

Molding of messages on measures is limited to orders totaling 50,000 or more, in one color only. After the

Continental Can is offering metal covers for one-and two-pound coffee cans with approved brewing directions for each grind.

initial payment of $175 for the embossing plug, this feature can be reproduced at no additional cost, bringing the price down to that charged for the regular stock item.

With the revision in prices, it was also announced that from now on the regular stock measure will carry the following brewing message molded inside the bowl: "One Measure Coffee to ¾ Measuring Cup (6 oz.) Water." The minimum order for measures without this legend is 50,000.

Commenting on the reduced price schedule for the measure, CBI President Eugene G. Laughery said: "This reduction comes at a particularly propitious time. The measure itself, which is by all odds one of the most potent and rewarding promotional items ever developed for the trade, takes on added significance in the current better brewing program. It is one of the most basic and fundamental accessories used in the preparation of good coffee—a measuring device that assures consistency and uniformity. It is our hope that the attractive prices quoted, plus the obvious promotional value of the item, will prompt the roaster community to use it as a spearhead in its better brewing efforts."

One large regional roaster is doing an all-out promotion

(Continued on page 90)

coffee shrinkage

roasting accounts for most of it,

but there are other causes...

Cost control is a matter of vital importance to all segments of American industry — including the coffee business. Most industries have the advantage of being able to anticipate closely the cost of every item and procedure contributing to their finished product. However, the coffee business, like many others based on raw agricultural commodities, is subject to price fluctuations and cannot always hedge on purchases.

In addition to this difficulty in cost control, coffee roasters are faced with the fact that, although they can accurately analyze such costs as amortization of capital equipment, expenditures for packaging, distribution and labor, there is one big cost factor—shrinkage—on which very few companies seem to have an accurate control.

The popular conception is that shrinkage is limited to losses in roasting. Actually there are other, less well-known, ways in which shrinkage occurs. For this reason, the editors of the **Burns Review,** house organ of Jabez Burns and Sons, Inc., devoted considerable attention to the various causes of loss in the original weight of coffee.

They considered such minor causes of shrinkage as weight losses caused by removal of trash, stones, dust, chaff and other foreign matter, as well as evaporation of moisture while the green product is being bulk-packed, shipped and stored. These two factors alone can account for weight losses up to 2%. Spillage and "no charge" sales, or appropriations, can also cut as much as 1% from the total weight of a given shipment of coffee weighed and bought at the pier and the amount of finished product left after roasting and other processing has been completed.

Also examined were losses in milling, grinding and stoning. But, of course, the lion's share of attention went to shrinkage during roasting.

While a 500-pound batch of green coffee may lose from 15 to 20 pounds before and after roasting, it's elementary that the major shrinkage loss comes when the heat's on. Since moisture accounts for much of the weight in green coffee, and since you can't achieve a roasted development without extracting moisture, shrinkage must take place no matter what roasting techniques or equipment are used.

Moisture in green beans

What happens to coffee before it reaches your plant may not appear, at first glance, to relate to shrinkage but it actually does have a bearing on the in-plant weight loss. The important factor is moisture content; a secondary one is grading.

Assuming a desired degree of roast, the residual moisture content after roasting is a relatively constant percentage. To achieve a given roast, it is necessary to lower the moisture content of the bean to a certain percentage before the desired development of flavor and other characteristics occur. The shrinkage which takes place in roasting varies largely with the difference in moisture content of green and roasted bean. Therefore, the moisture content of the green bean, in effect, dictates the shrinkage.

What, then, controls the moisture content of the green bean? There are several factors. First of all, moisture varies according to growth. For instance, coffees grown in relatively low humidity areas are apt to have lower moisture content. Secondly, the manner in which the coffee fruit is processed can have a bearing on moisture. Beans coming from fruit which is pulped, fermented, washed and dried tend to have a higher moisture content than "natural coffees" which are first dried and then pulped.

Storage and warehousing in the port areas can have varied effects on coffee moisture. A coffee grown in a high-altitude, low-humidity area often absorbs so much moisture upon arrival at the port that it bursts its bag. On the other hand, "old crop coffees" which have been warehoused for a number of months are usually drier than new crop.

Finally, variations in grading and cleanliness of coffees in the producing countries will show up in the shrinkage experienced in processing in this country. More foreign

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Trade Roast **By DOUGLAS WOOD**

"John says my coffee is terrible. But I know coffee brewing like I know my own child. . ."

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

1—COFFEE EQUIPMENT

A comprehensive, 42-page booklet, this catalog of coffee equipment has information, specifications and illustrations on coffee urns, urn batteries, gridded risers, coffee carriers, iced tea urns and decanters, plug-in coffee stations, and equipment parts and accessories. Cecilware-Commodore Products Corp., 199 Lafayette Street, New York 12, N. Y.

2—SOLUBLE PROCESSING

This profusely illustrated 24-page brochure describes Turba-Film Processors, the percolator units used in some of the recently built instant coffee plants. Percolating is the step ahead of spray drying in the manufacture of soluble coffee. Process Equipment Division, Rodney Hunt Machine Co., 117 Vale Street, Orange, Mass.

3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic augar feeds, automatic deplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

4—COFFEE BINS

This bulletin is a fact sheet on Burns True-Flow Bins. It describes the use of the bins in the plant operation, and tells about the features of the bins, and various sizes. It makes clear why True-Flow Bins overcome particle separation in ground coffee. Also described are coffee cars, for bean coffee and the ground product. Jabez Burns and Sons, Inc., 600 West 43rd Street, New York 36, N. Y.

5—NEW COFFEE ROASTER

An illustrated folder describes a new coffee roaster, B. F. Gump Co.'s Ray-Nox. The folder tells about the method of roasting used in the Ray-Nox Roaster, and other features of operation and construction, including recording thermometers and controls. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50, Ill.

SPICE MILL PUBLISHING CO.
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

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matter may have to be removed. More broken or small beans may be lost in processing.

The purpose in discussing "pre-plant" factors affecting shrinkage is to emphasize the point that none of us can assume a constant shrinkage for a certain roasted development, unless we also make constant the moisture and foreign matter content of the product at the time we start processing it. While the factors mentioned above partially cancel one another, there are measurable differences in the raw product which will invariably result in differences in shrinkage.

A final and important fact is the desire of most roasters to purchase and roast those coffees which, in their opinion, combine to produce the most appealing cup quality consistent with a competitive price. Consideration of moisture and impurity contents in the purchase of green coffee therefore takes a back seat to cup quality.

Factors in roasting shrinkage

Shrinkage during roasting accounts for a varying loss out of every pound of green coffee placed in the roasting cylinder. Such a loss certainly justifies steady interest in continuing efforts to develop roasting methods which keep shrinkage to a minimum. A roaster has not yet been designed which will achieve a given development from the same green coffee with less shrinkage than is presently experienced on existing roasters. Starting with a certain blend containing a constant amount of moisture and roasting to a given degree of development will result in a consistent percentage of shrinkage. Let's see why this is the case.

The amount of moisture in the green coffee is the largest factor determining roasting shrinkage. Other contributors are volatile oils, conversions of sugar, starches, caffeine and other chemical constituents.

Moisture in green coffee varies within quite wide limits. Obviously, most of the moisture content of the coffee to be roasted must be lost in the roasting process. Yet roasters cannot confine their purchases to low moisture content growths, because growths with high moisture content often have desirable aromatic and flavor characteristics.

Fats and oils are both contained in green coffee, but vary considerably with the growth and type of coffee. While the exact percentage of these constituents lost in roasting has not been accurately determined, it is known that these losses do contribute to roasting shrinkage. Caffeine also forms a part of the loss by shrinkage, as has been proved by analysis of escaping vapors and stack accumulations.

Physical structure of the coffee bean itself can also affect shrinkage. Some coffees are of a fluffy structure and will roast faster. This may cause a higher shrinkage than occurs in a bean of firmer structure—even though both may have the same original moisture content.

An obvious final and important factor affecting shrinkage is the desired color of the finished roast. For example, very dark roasts, nearer carbonization, will result in a greater shrinkage loss than a cinnamon-colored roast. It is generally thought that part of this additional shrinkage is in the form of moisture and part in non-volatile fats and oils which break out to the surface of the coffee beans and are lost.

Roasters, to some extent, control the color of roast by the use of water, but this requires extreme care to avoid adverse effects on the cup quality of the coffee. Because

the color of a roast darkens very rapidly toward the end of the development, it is acceptable practice to introduce water at the precise moment the coffee reaches the desired color. About two gallons of water to an initial roaster charge of 500 pounds green should be sufficient to check the roast for a period long enough to transfer the product from the roasting cylinder to the cooler. The use of more water than is necessary for actual quenching may possibly reduce shrinkage, but can have undesirable effects on the flavor and keeping quality of the product, and on subsequent processing.

From a flavor and perishability standpoint, it is considered by many that roasting without the application of any water is best. From a practical standpoint, however, it is easier to control color in batch by using a minimum amount of water for quenching purposes.

Coffee too hot? Here's the fastest way to cool it?

What's the fastest way to cool your coffee, assuming you use milk or cream?

Do you put the cream in right away, or hold off a bit?

Is this academic? It was to start with. But not now, reports the Associated Press.

At Cornell University, in New York State, two coffee-keen professors fell to arguing these points. Their talk was so intriguing that two seniors—Robert L. Seidel, Cresskill, N. J., and Darwin A. Novak, East St. Louis, Ill.—resolved to get at the scientific truth.

For their entire senior year, these two grappled with the problem. They came up with a 78-page paper, complete with formulae, graphs and higher mathematics.

A brief abstract of their findings tells you that coffee cools fasters if the drinker waits a little while to pour in the milk or cream.

The students found, under laboratory conditions, that a cup of coffee takes 425 seconds to cool off enough to drink, if the milk or cream is put in at once.

If you wait 310 seconds before adding milk or cream, however, the coffee cools a minute and a half faster.

The American Institute of Chemical Engineers, holding its golden jubilee convention, gave the bulky paper first prize in its international competition for student papers.

Antonio Martins dos Santos dies in Rio; coffee export leader

One of the leaders of the coffee export trade in Rio de Janeiro died recently.

Antonio Martins dos Santos, a partner in the firm of Marcellino Martins Filho Exportadora, S. A., succumbed to a heart attack. He was 62.

He was a brother of Marcellino Martin dos Santos Filho and Jose Martins dos Santos, partners in the firm.

He is survived by a son, Floriano Pecanha dos Santos, a director of the company, and a daughter, Miss Nelly Pecanha dos Santos.

Mr. Santos was a partner in the company since 1920. The firm was founded by his father, Marcellino Martins dos Santos.

The company is represented here by Arnold, Dorr & Co., Inc., New York City.

"Vitalize food store sales with coffee aroma"

By R. L. SCHUMANN, President
American Duplex Co.

Merchandising experts are unanimous in decrying the mounting problem of buying, handling and displaying the thousands of items being offered for sale in today's supermarket.

They are also vitally concerned with the lack of pleasing, appetite-whetting aroma in the store, and the lack of action to vitalize the shelf-after-shelf, aisle-after-aisle of packages which must depend, of necessity, on individual color, design and placement to trigger the customer's impulse to make a selection.

Of all the 6,000 items handled in the supermarket, coffee is the item on the grocery list most frequently purchased, according to a recent Look magazine survey. But coffee poses several unique problems to the food store operator.

For example, a single brand of coffee must be made available in three different grinds, as each coffee brewing device—vacuum, drip or percolator—requires its own, else the brew will be weak or sediment will show in the cup. Besides, if coffee's full potential is to be realized, each brand should be made available in both one and three pound sizes.

Because selling price is of major importance, leading retailers offer coffee in less expensive paper bags. They have learned through bitter experience that it is fatal to cut the quality of the coffee. It is best to save on the container.

They have also found that it is far, far simpler to buy, handle and display a single whole bean pack than three different pre-ground packs in both the one and three-pound sizes.

They give each customer the exact grind needed by simply providing facilities for her to grind her own just as she requires.

At the same time, of course, whole-bean packs and store coffee mills put coffee aroma at the point of sale.

This aroma vitalizes the coffee department—where those vital "most frequent" purchases are made.

At the same time, coffee aroma being what it is, it tends to sharpen the appetite as a whole, helping to trigger responses to other food products in the store.

Recent developments in store coffee mills have, to a large extent, solved the operator's space problem. A self-service store grinder is now available that clamps to the shelf, side by side with bean-fresh coffee. This unit is also an attention-getting shelf extender, is practically foolproof in operation, and requires just one-third the space previously required by a coffee mill—just $7\frac{3}{8}$ inches of shelf frontage, to be exact. Furthermore, the grinder accepts both one and three pound bags with equal ease.

Merchandising experts hail the grinder as an outstanding advance in simplifying the sale of America's favorite drink—coffee.

What are the chemicals that make coffee aroma? New technique can tell

An analytical method which can identify the full range of chemicals that make up coffee aroma is reported in the latest technical monograph "Coffee Aroma Analysis by Gas Chromatography," released by The Coffee Brewing Institute.

The method promises to yield information regarding the effects of roasting times and temperature on different varieties of coffee, the nature of coffee staling, the storing and packaging of roasted coffee, and the differences and similarities that exist between regular and instant coffees.

The study is based on a project sponsored by The Coffee Brewing Institute at the Southwest Research Institute, San Antonio, Texas.

Gas chromatography, the technique employed in this preliminary investigation, is described as a method of analysis for extremely small quantities of material. Through its use, researchers have been able to identify a number of the chemical constituents that go to make up coffee aroma.

Results of the initial study indicate that humidity of storage conditions could have a marked effect on aroma retention; that the analytical proceduce is capable of detecting brand differences of vacuum packed coffees; that, as expected, there is a steady loss of aromatic materials of coffee exposed to air; that there is a general increase in all volatile materials up to 100% roast, after which there is a slight decrease; and that this method is capable of differentiating between brands of instant coffee.

Single copies of the monograph can be obtained without cost from The Coffee Brewing Institute, Inc., 551 Fifth Avenue, New York 17, N. Y.

Mail order brew analysis is new service launched by Coffee Brewing Institute

A mail order brew analysis service, based on the soluble solids measurement technique for determining the quality of beverage coffee, has been inaugurated by The Coffee Brewing Institute, according to an announcement by Eugene G. Laughery, president.

The service, nationwide in scope, will be available to the coffee trade, the restaurant industry, the equipment industry and other interested parties.

Offered at $6 per kit tested, the analyses will be conducted in New York.

A soluble solids kit, which is made up of all pertinent data and materials required, will be sent to subscribers. Packed in a cardboard tubular container, it includes a set of instructions, a data sheet, two two-ounce sample bottles, and a label bearing the address of The Coffee Brewing Institute.

Subscribers will draw off a sample of the brew they wish tested, fill out the data form, repack the items in the container, and put on the label for return mailing. CBI will have the brew subjected to a full soluble solids analysis, plot results on the Coffee Brewing Control Chart and prepare a detailed report of its findings, together with recommendations for rectifying or improving the beverage, if needed.

The prime virtue of the soluble solids test is that it can

assist the roaster in solving a variety of nettlesome problems in a completely objective manner. Through its use, it will be possible to establish and maintain an objective coffee beverage quality control, determine whether coffee is being prepared the same way each time, check the comparative qualities of brews prepared at different locations, provide information on whether the grind being used is suitable for the equipment, and permit a more reasonable explanation of the effects of changes in water composition, either natural or induced by different methods of treatment.

It can also be employed for the evaluation of brewing equipment and design factors, such as urn bag material, filter screens and papers, spray heads and other means for combining coffee with water. It can also assist in the training of salesmen, and offers an avenue for handling customer complaints.

Operated on a test basis for the past six months, the mail order system of brew analysis has enjoyed a high degree of success, CBI said. During this period, several of the largest public feeding chains in the country, as well as two leading international airlines, have been listed among clients taking advantage of the service. In each instance, the subscribers mentioned altered their brewing formulas or had equipment modified in accordance with the suggestions made by CBI.

Claims additive to intensify coffee flavor

An additive to intensify the flavor of coffee is claimed by Phillips Scientific Laboratories, Point Pleasant, N. J.

The organization said it had been granted a patent for a natural vegetable extract and Vitamin C to be added to roasted, green or instant coffee.

One drop of the additive in a cup of coffee improves the flavor, the laboratory said, adding that it also makes milk in the coffee taste like cream.

Phillips Scientific Laboratories declared that the patent is available on a franchise royalty basis, and that samples are available to large coffee companies.

Says coffee is good for asthma

Many asthmatics are relieved by drinking a cup of strong coffee, according to Dr. Theodore R. Van Dellen, in the New York Daily News.

Coffee is not as effective as epinephrine, but represents a good home remedy, he said.

In answer to a reader's question, Dr. Van Dellen said he had never heard of an allergy to coffee but that coffee bean dust had caused asthma or hay fever.

Coffee now a regular feature on "Today"

Serving, drinking and talking about coffee is now a regular feature on Dave Garroway's highly popular TV program, "Today." The program is televised every morning except Sunday on a coast-to-coast network.

The new coffee service idea was developed to make the show more relaxed, informal and hospitable. One week the over-all coffee theme was "Breakfast Coffees around the World;" the program planned for the following week was "Dessert Coffees," and for the third week, "Chilled Coffees."

Recipes, brewing directions and other technical help were contributed by the Pan-American Coffee Bureau's Consumer Services Department.

The importance of proper brewing is strongly emphasized.

"Mark my word"

By MARK HALL

THE EFFICIENCY EXPERT

There are efficiency experts, and there are experts. Sometimes they are efficient, but sometimes they are experts, and not efficient.

When should an efficiency expert be used? Ask an expert—your banker.

The efficiency expert charges you for his advice, and takes your money.

The banker may give you some money on a loan. He will charge you interest, but will give you advice free. The more you owe him, the more free advice he will give you. But if you are not efficient, even with his advice he may take your business away from you.

Sometimes the boss wants to get rid of an employee, and is too soft to fire him. Maybe the man deserves it. To him the efficiency expert is a sinister character.

The expert's first request is to have the power to fire. Otherwise how could he move executives out into the open where they can't think for the noise? Or move them into glass cages where every passing stenographer can look them over?

Rearranging desks and executives is fundamental with efficiency experts.

Lost motion is one thing which all efficiency experts try to recover. When discovered, findings are recorded in an elaborately bound book with gold embossing.

Then there is a conference of the experts. A lunch is suggested at the leading hotel to discuss results. The boss pays for it, of course.

If they forget efficiency in favor of good food, drinks and coffee, that's lost motion for the boss, but not for the efficiency experts.

Jewel Tea adds to routes

The Jewel Tea Co., Inc., has been expanding route operations in residential districts of metropolitan areas, and curtailing operations in sparsely populated areas.

This policy resulted in the opening of 15 new routes in the first half of 1958, and the closing of five, according to the company's midyear report.

The number of routes in operation were 1,951 on July 12th.

Heads research project at General Foods

William Ohan has been named a project leader in engineering research at the General Foods Research Center, Tarrytown, N. Y.

Quick ratification of 25¢ per bag for promotion asked by PACB directors

Latin American coffee-producing countries made plans to increase their United States and Canadian promotion budgets by 150% during the coming year at the annual meeting of the board of directors of the Pan-American Coffee Bureau, held in New York City.

In a motion adopted unanimously by the directors present, it was voted that the member countries be asked to ratify as soon as possible an increase in contributions to 25¢ per 60-kilo (132 pound) bag on imports into the U. S. and Canada beginning October 1st. This is an increase over the present 10¢ per bag.

Because of billing procedures, the full effect of the action will not be felt for a number of months, nor was it possible for PACB officials to estimate what the total budget for the Bureau might be when the new assessment rate becomes fully effective.

Imports into the United States and Canada from the Bureau's 11 members during the current fiscal year will be in the neighborhood of 17,400,000 bags.

"The members of the Pan-American Coffee Bureau are united in their determination to do everything possible to increase coffee consumption in the United States and Canada through an expanded program of promotion," it was stated by Arturo Gomez-Jaramillo, general manager of the National Federation of Coffee Growers of Colombia, who served as chairman of this year's meeting.

The secretary was Dr. Claudio Benedi, of the Cuban delegation.

"Although the United States is the world's largest consumer of coffee and takes well over half of all green coffee exports," Mr. Gomez-Jaramillo said, "we nevertheless believe there is an opportunity in this country and in Canada to increase coffee consumption still more.

"Through our advertising and promotion we are particularly hopeful that we can show the American consumer how to brew better-tasting, fuller-bodied coffee. In recent years, there has been a trend towards a weak, insipid coffee. We hope we can reverse this and re-acquaint the millions of U. S. coffee drinkers with the taste of a good cup of coffee."

The following delegates representing Bureau member countries were present at the meeting:

Brazil—Vito Sa, Paulo Guzzo, Theophilo de Andrade, Luis Piza Sobrinho and Adail Camargo Viana.

Colombia—Andres Uribe and Arturo Gomez-Jaramillo.

Costa Rica—Guillermo Alfaro and Jorge Hazera.

Cuba—Evelio Jacomino, Guillermo Rubiera, Claudio Benedi, Efrain Lopez and Jose A. Calonge.

Ecuador—Marcos Uscocovich Beuta.

El Salvador—Carlos Cordero d'Aubuisson, J. Adalberto Bolanos and Balmore Rafael Alfaro.

Mexico—Manuel Proto.

Venezuela—Nelson Himiob.

De Haes named head of new European Coffee Bureau

Rene De Haes has been named president of the recently formed European Coffee Bureau, with headquarters in Brussels.

ECB was set up to deal directly with the International Coffee Organization in Rio de Janeiro, to receive funds for promotion of coffee in Europe, and to distribute it to member countries.

Mr. De Haes is president of l'Office Brussels du Cafe.

He was judge of the Tribunal of Commerce in Antwerp for many years, was educated at Marlborough College and graduated from New College, Oxford.

Named sales head in Fort Worth

Luther H. Soules has been named sales manager for the White Swan Coffee Co. in Fort Worth, Texas, a wholly-owned subsidiary of the Waples-Platter Co. of Dallas.

Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Abl Trans Car—Ahlmann Trans Caribbean Line
Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
Arg-State—Argentine State Line
Am-W Afr—American-West African Line
B-Afr—Belgian African Line
Barb-Wn—Barber Wilhelmsen Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Bl-Dia—Black Diamond Steamship Co.
Brodin—Brodin Line
Col—Columbus Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Dreyfus—Dreyfus Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran Colombiana, Ltda.
Gulf—Gulf & South American Steamship Co., Inc.
Hellenic—Hellenic Lines Ltd.
Hol-Int—Holland-Interamerica Line
Independence—Independence Line
Isthmian—Isthmian Lines, Inc.
JavPac—JavaPacific Line
Lawes—Lawes Shipping Co., Inc.
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mam—Mamenic Line
Mormac—Moore-McCormack Lines, Inc.
Nedlloyd—Nedlloyd Line
Nopal—Northern Pan-American Line
Norton—Norton Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
PTL—Pacific Transport Lines, Inc.
R Neth—Royal Netherland Steamship Co.
Robin—Robin Line
Royal Inter—Royal Interocean Lines
SCross—Southern Cross Line
Sprague—Sprague Steamship Line
Swed-Am—Swedish American Line
Torm—Torm Lines
UFruit—United Fruit Co.
Wes-Lar—Westfal Larsen Co. Line
Yamashita—Yamashita Line

Abbreviations for ports

At—Atlantic ports
Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Ch—Chicago
Chsn—Charleston
Cl—Cleveland
Detroit
Ga—Galveston
Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
Ml—Montreal
Mo—Mobile
NO—New York
Nf—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
Sa—Savannah
SD—San Diego
SF—San Francisco
Se—Seattle
St. Jo—Saint John
Ta—Tacoma
Va—Vancouver

COFFEE BERTHS

ABIDJAN

SAILS	SHIP	LINE	DUE
9/12	Afr Pilot	Farrell	NY9/27
9/12	Del Campo	Delta	NO9/29
9/14	Siranger	Wes-Lar	LA10/14 SF10/16 Po10/23 Se10/25 Va10/26
9/20	Tana	Am-WAfr	USA10/15
9/27	Afr Pilgrim	Farrell	NY10/11
10/3	Del Monte	Delta	NO10/20
10/4	Ferngrove	Am-WAfr	USA10/31
10/8	Else	Maersk	NY10/24 LA11/22 SF11/24
10/9	Ravnanger	Wes-Lar	LA11/7 SF11/9 Po11/16 Se11/18 Va11/19
10/16	Afr Glen	Farrell	NY10/31
10/17	Libreville	Am-WAfr	USA11/15
10/24	Del Sol	Delta	NO11/10
11/9	Ras	Maersk	NY11/26 LA12/21 SF12/23
11/12	Tatra	Am-WAfr	USA12/5
11/14	Del Alba	Delta	NO12/1
11/27	Afr Pilot	Farrell	NY12/12
12/12	Afr Pilgrim	Farrell	NY12/27

ACAJUTLA

SAILS	SHIP	LINE	DUE
9/11	Vera Cruz	UFruit	Cr°9/16
9/25	Vera Cruz	UFruit	Cr°9/30

AMAPALA

SAILS	SHIP	LINE	DUE
9/12	Vera Cruz	UFruit	Cr°9/16
9/26	Vera Cruz	UFruit	Cr°9/30

ANGRA DOS REIS

SAILS	SHIP	LINE	DUE
9/13	Rio de Janeiro	Stockard	NY9/30 Bo10/2 Pa10/5 Ba10/7
9/18	Del Mundo	Delta	NO10/6 Ho10/11
9/25	Del Rio	Delta	NO10/13 Ho10/18
10/3	Buenos Aires	Stockard	NY10/20 Bo10/23 Pa10/25 Ba10/27
10/9	Del Aires	Delta	NO10/27 Ho11/1
10/17	Santos	Stockard	NY11/3 Bo11/6 Pa11/8 Ba11/10
10/23	Del Santos	Delta	NO11/10 Ho11/15

BARRANQUILLA

SAILS	SHIP	LINE	DUE
9/10	Marna	UFruit	Ho9/17 NO9/19
9/11	Prins J.W. Friso	Granco	NY9/23
9/15	Marianne	Granco	Ho9/20 NO9/24
9/16	Christiane	UFruit	NY9/29
9/24	Byfjord	UFruit	Ho10/1 NO10/3
9/29	Lovland	UFruit	NY10/10
10/6	Copan	UFruit	NY10/17
10/8	Marna	UFruit	Ho10/15 NO10/17
10/13	Christiane	UFruit	NY10/24

BARRIOS

SAILS	SHIP	LINE	DUE
9/14	Candida	UFruit	Ho9/18 NO9/21
9/21	Lempa	UFruit	Ho9/25 NO9/27
9/27	Leon	UFruit	Ho10/1 NO10/3
10/5	Candida	UFruit	Ho10/9 NO10/12
10/11	Lempa	UFruit	Ho10/15 NO10/17
10/18	Leon	UFruit	Ho10/22 NO10/24

BUENAVENTURA

SAILS	SHIP	LINE	DUE
9/10	Santa Cruz	Grace	LA9/27 SF9/28 PS10/2
9/10	Zephyr	Granco	Bo9/20 Ml9/25
9/11	Cd. de Ibague	Granco	Pa9/18 Ba9/20 NY9/21
9/14	Cd. de Medellin	Granco	Ho9/25 NO9/28
9/16	Cd. de Bogota	Granco	LA9/28 SF10/1 NO9/24

SAILS	SHIP	LINE	DUE
9/18	Merchant	Gulf	Ho10/1 NO10/5
9/22	Santa Juana	Grace	LA10/2 SF10/4 PS10/12
9/23	Cd. de Manizales	Granco	Ho10/4 NO10/7
9/30	Trader	Gulf	Ho10/13 NO10/17
10/1	Rio Guayas	Granco	LA10/13 SF10/16 Va10/29
10/9	Santa Fe	Grace	LA10/25 SF10/26 PS10/30
10/12	Shipper	Gulf	Ho10/25 NO10/29
10/24	Banker	Gulf	Ho11/16 NO11/10

CORTES

9/11	Candida	UFruit	Ho9/18 NO9/21
9/16	Arctic Tern	UFruit	NY9/22
9/18	Lempa	UFruit	Ho9/25 NO9/27
9/23	Trolleggen	UFruit	NY9/29
9/24	Leon	UFruit	Ho10/1 NO10/3
9/30	Jytte Skou	UFruit	NY10/6
10/2	Candida	UFruit	Ho10/9 NO10/12
10/7	Arctic Tern	UFruit	NO10/13
10/8	Lempa	UFruit	Ho10/15 NO10/17
10/14	Trolleggen	UFruit	NY10/20

CRISTOBAL

9/22	Byfjord	UFruit	Ho10/1 NO10/3
9/25	Jerskek	UFruit	NO9/30
10/2	Choluteca	UFruit	NY10/9
10/6	Marna	UFruit	Ho10/15 NO10/17

DAR es SALAAM

9/15	Afr Crescent	Farrell	Bo10/10 NY10/12
9/27	Sarangan	Nedlloyd	NY10/30 LA11/19 SF11/23 Po11/29 Se12/5 Va12/9
10/19	Afr Moon	Farrell	Bo11/14 NY11/16
10/23	Lawak	Nedlloyd	NY12/25 LA12/12 SF12/16 Po12/22 Se12/28 Va1/1
10/31	Afr Sun	Farrell	Bo12/7 NY12/9
11/21	Rondo	Nedlloyd	NY12/24 LA1/12 SF1/16 Po1/22 Se1/28 Va2/1
12/1	Afr Star	Farrell	Bo1/6 NY1/8

SAILS	SHIP	LINE	DUE

DJIBOUTI

10/19	Hellenic Spirit	Hellenic	NY11/10 Pa11/12 Ba11/14 Cu11/18

DOUALA

9/15	Tana	Am-WAfr	USA10/15
9/27	Else	Maersk	NY10/24 LA11/22 SF11/24
9/30	Ferngrove	Am-WAfr	USA10/31
10/9	Afr Sun	Farrell	NY11/13
10/12	Fernriver	Am-WAfr	USA11/15
10/29	Ras	Maersk	NY11/26 LA12/21 SF12/23
11/5	Tatra	Am-WAfr	USA12/15
11/7	Afr Pilot	Farrell	NY12/12

EL SALVADOR

9/10	Washington	French	LA9/20 SF9/24 Va9/29 Se10/3 Po10/4
9/16	Santa Cruz	Grace	LA9/25 SF9/26 PS9/30
9/20	A. Volta	Italian	LA9/27 SF9/29 Va10/3 Se10/8 Po10/11
9/26	Santa Juana	Grace	LA10/2 SF10/4 PS10/12
10/3	Chili	French	LA10/13 SF10/16 Va10/20 Se10/24 Po10/26
10/14	Santa Fe	Grace	LA10/25 SF10/26 Pa10/30
10/20	A. Pacinotti	Italian	LA10/27 SF10/29 Va11/3 Se11/8 Po11/11

GUATEMALA

9/14	Washington	French	LA9/20 SF9/24 Va9/29 Se10/3 Po10/4
9/18	Santa Cruz	Grace	LA9/25 SF9/26 PS9/30
9/21	A. Volta	Italian	LA9/27 SF9/29 Va10/3 Se10/8 Po10/11
9/27	Santa Juana	Grace	LA10/2 SF10/4 PS10/12
10/7	Chili	French	LA10/13 SF10/16 Va10/20 Se10/24 Po10/26
10/16	Santa Flavia	Grace	LA10/25 SF10/26 PS10/30
10/21	A. Pacinotti	Italian	LA10/27 SF10/29 Va11/3 Se11/8 Po11/11

LA LIBERTAD

9/10	Vera Cruz	UFruit	Cr9/16
9/24	Vera Cruz	UFruit	Cr9/30

LA UNION

SAILS	SHIP	LINE	DUE
9/23	Vera Cruz	UFruit	Cr9/30

LIMON

SAILS	SHIP	LINE	DUE
9/12	Copan	UFruit	NY9/20
9/20	Christiane	UFruit	NY9/29
9/20	Byfjord	UFruit	Ho10/1 NO10/3
10/3	Lovland	UFruit	NY10/10
10/4	Marna	UFruit	Ho10/15 NO10/17
10/10	Copan	UFruit	NY10/17
10/17	Christiane	UFruit	NY10/24

LOBITO

SAILS	SHIP	LINE	DUE
9/16	Vinkt	B-Afr	NY10/8
10/6	Burckel	B-Afr	NY10/22

LUANDA

SAILS	SHIP	LINE	DUE
9/16	Afr Pilgrim	Farrell	NY10/11
9/20	Del Monte	Delta	NO10/20
9/22	Vinkt	B-Afr	NY10/8
9/30	Burckel	B-Afr	NY10/22
10/1	Afr Glen	Farrell	NY10/31
10/11	Del Sol	Delta	NO11/10
10/16	Afr Glade	Farrell	NY11/13
10/26	Afr Grove	Farrell	NY11/24
11/1	Del Alba	Delta	NO12/1
11/13	Afr Pilot	Farrel	NY12/12
11/28	Afr Pilgrim	Farrell	NY12/27

MATADI

SAILS	SHIP	LINE	DUE
9/14	Else	Maersk	NY10/24 LA11/22 SF11/24
9/17	Del Sol	Delta	NO11/10
9/21	Afr Pilgrim	Farrell	NY10/11
9/21	Burckel	B-Afr	NY10/22
10/7	Afr Glen	Farrel	NY10/31
10/8	Del Alba	Delta	NO11/10
10/12	Afr Glade	Farrell	NY11/13
10/17	Ras	Maersk	NY11/26 LA12/21 SF12/23
10/29	Del Alba	Delta	NO12/1
10/31	Afr Grove	Farrell	NY11/24
11/10	Afr Pilot	Farrell	NY12/12
12/3	Afr Pilgrim	Farrell	NY12/27

MOMBASA

SAILS	SHIP	LINE	DUE
9/28	Kenneth McKay	Lykes	Gulf10/25
10/2	Sarangan	Nedlloyd	NY10/30 LA11/19 SF11/23 Po11/29 Se12/5 Va12/9
10/18	Afr Moon	Farrell	Bo11/14 NY11/16
10/28	Lawak	Nedlloyd	NY11/25 LA12/12 SF12/16 Po12/22 Se12/28 Va1/1
11/10	Afr Sun	Farrell	Bo12/7 NY12/9
11/26	Rondo	Nedlloyd	NY12/24 LA1/12 SF1/16 Po1/22 Se1/28 Va2/1
12/11	Afr Star	Farrell	Bo1/6 NY1/8

NICARAGUA

SAILS	SHIP	LINE	DUE
9/13	Santa Cruz	Grace	LA9/25 SF9/26 PS9/30
9/25	Santa Juana	Grace	LA10/2 SF10/4 PS10/12
10/12	Santa Fe	Grace	LA10/25 SF10/26 PS10/30

PARANAGUA

SAILS	SHIP	LINE	DUE
9/10	Rio de Janeiro	Stockard	NY9/30 Bo10/2 Pa10/5 Ba10/7
9/10	Mormacsaga	Mormac	Ba9/28 Pa9/30 NY10/1 Bo10/4 Ml10/9
9/12	Chile	Lloyd	NY10/3
9/13	Del Mundo	Delta	NO10/6 Ho10/11
9/15	Sagoland	Brodin	Ba10/3 NY10/5 Pa10/8 Bo10/10 Ml10/14
9/17	Mormactide	Mormac	Ja10/5 NY10/9 Bo10/12 Pa10/14 Ba10/16
9/17	Alphacca	Hol-Int	NY10/7 Bo10/9 HR10/11 Ba10/17 Pa10/18
9/18	Mormacrey	Mormac	LA10/21 SF10/24 Va10/29 Se11/3 Po11/6
9/20	Overo	Dodero	NO10/13 Ho10/16
9/21	Mormacteal	Mormac	NY10/11 Bo10/14 Pa10/16 Ba10/18 Nf10/19
9/21	Canada	Lloyd	NO10/11 Ho10/17
9/22	Haiti	Lloyd	NY10/13
9/22	Fredrika	Norton	NY10/13 Bo10/15 Pa10/17 Ba10/18
9/22	Del Rio	Delta	NO10/13 Ho10/18
9/23	Progress	Nopal	NO10/9 Ho10/12
9/29	Mormacyork	Mormac	Ba10/18 Pa10/20 NY10/21 Bo10/24 Ml10/28
9/29	Del Mar	Delta	NO10/15 Ho10/20

SAILS	SHIP	LINE	DUE
9/30	Buenos Aires	Stockard	NY10/20 Bo10/23 Pa10/25 Ba10/27
10/2	Mexico	Lloyd	NY10/23
10/3	Ravnanger	Wes-Lar	LA11/7 SF11/9 Po11/16 Se11/18 Va11/19
10/4	Del Aires	Delta	NO10/27 Ho11/1
10/4	Mormacgulf	Mormac	LA11/4 SF11/7 Va11/11 Se11/18 Po11/21
10/5	Granadero	Dodero	NO10/28 Ho10/31
10/6	Mormacdove	Mormac	Jx10/25 NY10/29 Bo11/1 Pa11/3 Ba11/4 Nf11/5
10/9	Rosita	SCross	NY10/26 Bo10/29 Pa10/31 Ba11/1 Nf11/2
10/11	Snefjeld	Nopal	NO10/30 Ho11/2
10/12	Argentina	Lloyd	NY11/2
10/13	Del Norte	Delta	NO10/29 Ho11/3
10/13	Mormacwren	Mormac	NY11/2 Bo11/5 Pa11/7 Ba11/8 Nf11/9
10/14	Santos	Stockard	NY11/3 Bo11/6 Pa11/8 Ba11/10
10/16	Mormacsurf	Mormac	LA11/19 SF11/21 Va11/25 Se12/2 Po12/5
10/18	Del Santos	Delta	NO11/10 Ho11/15
10/21	Peru	Lloyd	NY11/13
10/21	Mormacswan	Mormac	Jx11/8 NY11/12 Bo11/15 Pa11/17 Ba11/19 Nf11/20
10/22	Domingos	Lloyd	NY11/13
10/27	Del Sud	Delta	NO11/12 Ho11/17

PUNTARENUS

9/16	Jersbek	UFruit	Cr°9/23
9/20	Vera Cruz	UFruit	Cr°9/30

RIO de JANEIRO

9/11	Del Sud	Delta	NO9/24 Ho9/29
9/14	Rio de Janeiro	Stockard	NY9/30 Bo10/2 Pa10/5 Ba10/7
9/15	Mormacrey	Mormac	LA10/21 SF10/24 Va10/29 Se11/3 Po11/6
9/16	Siranger	Wes-Lar	LA10/14 SF10/16 Po10/23 Se10/25 Va10/26
9/17	Chile	Lloyd	NY10/3
9/19	Del Mundo	Delta	NO10/6 Ho10/11
9/19	Sagoland	Brodin	Ba10/3 NY10/5 Pa10/8 Bo10/10 Ml10/14
9/22	Alphacca	Hol-Int	NY10/7 Bo10/9 HR10/11 Ba10/17 Pa10/18
9/23	Overo	Dodero	NO10/13 Ho10/15
9/26	Mormacteal	Mormac	NY10/11 Bo10/14 Pa10/16 Ba10/18 Nf10/19

SAILS	SHIP	LINE	DUE
9/26	Progress	Nopal	NO10/9 Ho10/12
9/26	Del Rio	Delta	NO10/13 Ho10/18
9/26	Canada	Lloyd	NO10/11 Ho10/17
9/27	Haiti	Lloyd	NY10/13
10/2	Mormacgulf	Mormac	LA11/4 SF11/7 Va11/11 Se11/18 Po11/21
10/2	Del Mar	Delta	NO10/15 Ho10/20
10/3	Brasil	Mormac	NY10/14
10/4	Buenos Aires	Stockard	NY10/20 Bo10/23 Pa10/25 Ba10/27
10/7	Mexico	Lloyd	NY10/23
10/8	Granadero	Dodero	NO10/28 Ho10/31
10/10	Del Aires	Delta	NO10/27 Ho11/1
10/11	Ravnanger	Wes-Lar	LA11/7 SF11/9 Po11/16 Se11/18 Va11/19
10/12	Mormacsurf	Mormac	LA11/19 SF11/21 Va11/25 Se12/2 Po12/5
10/12	Rosita	Scross	NY10/26 Bo10/29 Pa10/31 Ba11/1 Nf11/2
10/15	Snefjeld	Nopal	NO10/30 Ho11/2
10/16	Del Norte	Delta	NO10/29 Ho11/3
10/17	Argentina	Lloyd	NY11/2
10/18	Mormacwren	Mormac	NY11/2 Bo11/5 Pa11/7 Ba11/8 Nf11/9
10/18	Santos	Stockard	NY11/3 Bo11/6 Pa11/8 Ba11/10
10/24	Del Santos	Delta	NO11/10 Ho11/15
10/26	Peru	Lloyd	NO11/11 Ho11/18
10/27	Domingos	Delta	NY11/13
10/30	Del Sud	Delta	NO11/12 Ho11/17

SANTOS

9/10	Del Sud	Delta	NO9/24 Ho9/29
9/12	Rio de Janeiro	Stockard	NY9/30 Bo10/2 Pa10/5 Ba10/7
9/13	Mormacsaga	Mormac	Ba9/28 Pa9/30 NY10/1 Bo10/4 Ml10/9
9/13	Siranger	Wes-Lar	LA10/14 SF10/16 Po10/23 Se10/25 Va10/26
9/16	Chile	Lloyd	NY10/3
9/17	Del Mundo	Delta	NO10/6 Ho10/11
9/18	Sagoland	Brodin	Ba10/3 NY10/5 Pa10/8 Bo10/10 Ml10/14
9/20	Mormactide	Mormac	Jx10/5 NY10/9 Bo10/12 Pa10/14 Ba10/16
9/22	Alphacca	Hol-int	NY10/7 Bo10/9 HR10/11 Ba10/17 Pa10/18
9/22	Overo	Dodero	NO10/13 Ho10/16
9/24	Fredrika	Norton	NY10/13 Bo10/15 Pa10/17 Ba10/18..
9/24	Mormacrey	Mormac	LA10/21 SF10/24 Va10/29 Se11/3 Po11/6
9/24	Del Rio	Delta	NO10/13 Ha10/18

SAILS	SHIP	LINE	DUE
9/25	Mormacteal	Mormac	NY10/11 Bo10/14 Pa10/16 Ba10/18 Nf10/19
9/25	Progress	Nopal	NO10/9 Ho10/12
9/25	Canada	Lloyd	NO10/11 Ho10/17
9/26	Haiti	Lloyd	NY10/13
10/1	Del Mar	Delta	NO10/15 Ho10/20
10/2	Brasil	Mormac	NY10/14
10/2	Buenos Aires	Stockard	NY10/20 Bo10/23 Pa10/25 Ba10/27
10/3	Mormacyork	Mormac	Ba10/18 Pa10/20 NY10/21 Bo10/24 Ml10/28
10/6	Mexico	Lloyd	NY10/23
10/7	Granadero	Dodero	NO10/28 Ho10/31
10/8	Mormacgulf	Mormac	LA11/4 SF11/7 Va11/11 Se11/18 Po11/21
10/8	Ravnanger	Wes-Lar	LA11/7 SF11/9 Po11/16 Se11/18 Va11/19
10/10	Del Aires	Delta	NO10/27 Ho11/1
10/11	Rosita	Scross	NY10/26 Bo10/29 Pa10/31 Ba11/1 Nf11/2
10/13	Snefjeld	Nopal	NO10/30 Ho11/2
10/15	Del Norte	Delta	NO10/29 Ho11/3
10/16	Santos	Stockard	NY11/3 Bo11/6 Pa11/8 Ba11/10
10/17	Mormacwren	Mormac	NY11/2 Bo11/5 Pa11/7 Ba11/8 Nf11/9
10/22	Del Santos	Delta	NO11/10 Ho11/15
10/22	Mormacsurf	Mormac	LA11/19 SF11/21 Va11/25 Se12/2 Po12/5
10/24	Mormacswan	Mormac	Ja11/8 NY11/12 Bo11/15 Pa11/17 Ba11/19 Nf11/20
10/25	Peru	Lloyd	NO11/11 Ho11/18
10/26	Domingos	Lloyd	NY11/13
10/29	Del Sud	Delta	NO11/12 Ho11/17

TANGA

9/10	Afr Crescent	Farrell	Bo10/10 NY10/12
9/24	Kenneth McKay	Lykes	Gulf10/25
9/28	Sarangan	Nedlloyd	NY11/3 LA11/19 SF11/23 Po11/29 Se12/5 Va12/9
10/18	Afr Moon	Farrell	Bo11/14 NY11/16
10/24	Lawak	Nedlloyd	NY11/25 LA12/15 SF12/16 Po12/22 Se12/28 Va1/1
10/29	Afr Sun	Farrell	Bo12/7 NY12/9
11/22	Rondo	Nedlloyd	NY12/24 LA1/12 SF1/16 Po1/22 Se1/28 Va2/1
11/29	Afr Star	Farrell	Bo1/6 NY1/8

VICTORIA

9/21	Del Mundo	Lloyd	NO10/11 Ho10/17
9/27	Canada	Lloyd	NO10/11 Ho10/17
9/28	Del Rio	Delta	NO10/13 Ho10/18
10/12	Del Aires	Delta	NO10/27 Ho11/1
10/26	Del Santos	Delta	NO11/12 Ho11/17
10/27	Peru	Delta	NO11/11 Ho11/18

TEA BERTHS

CALCUTTA

9/10	Exminster	Am-Exp	Bo10/17 NY10/19 Pa10/24 HR10/26 Ba10/29
9/10	City London	Norton	Ml10/15
9/21	Excelsior	Am-Exp	Bo10/29 NY10/31 Pa11/6 HR11/8 Ba11/11
10/7	Hellenic Spirit	Hellenic	NY11/10
10/9	Steel Age	Isthmian	NO11/16

COCHIN

9/13	Hellenic Sailor	Hellenic	NY10/13 Cuba10/23
9/15	Steel Scientist	Isthmian	Bo10/11 NY10/13
9/15	Steel King	Isthmian	NO10/17
9/19	Exminster	Am-Exp	Bo10/17 NY10/19 Pa10/24 Ha10/26 Ba10/29
9/30	Steel Flyer	Isthmian	Bo10/26 NY10/27
10/2	Excelsior	Am-Exp	Bo10/29 NY10/30 Pa11/6 HR11/8 Ba11/11
10/13	Hellenic Spirit	Hellenic	Pa11/12
10/14	Steel Admiral	Isthmian	Bo11/8 NY11/9
10/15	Steel Age	Isthmian	NO11/16
10/29	Steel Architect	Isthmian	Bo11/23 NY11/24
11/14	Steel Worker	Isthmian	Bo12/11 NY12/12

COLOMBO

9/13	Steel Scientist	Isthmian	Bo10/11 NY10/13
9/14	Steel King	Isthmian	NO10/17
9/14	Manaar	Cunard	Bo10/15 NY10/17 Pa10/20 Nf10/22 Ba10/24
9/14	Macharda	Cunard	Sa10/13 NO10/18 Ho10/21 Ga10/23
9/16	Exminster	Am-Exp	Bo10/17 NY10/19 Pa10/24 HR10/26 Ba10/29
9/20	Leda	Maersk	Ha10/13 NY10/16 Ml11/3
9/21	Wonogiri	JavPac	LA11/3 SF11/9 Po11/15 Se11/19 Va11/23
9/28	Steel Flyer	Isthmian	Bo10/26 NY10/27
9/29	Excelsior	Am-Exp	Bo10/29 NY10/31 Pa11/6 HR11/8 Ba11/11
10/7	Laust	Maersk	NY11/5 Ml11/20
10/12	Steel Admiral	Isthmian	Bo11/8 NY11/9

*Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal, C.Z.

SAILS	SHIP	LINE	DUE
10/15	Steel Age	Isthmian	NO11/16
10/20	Lexa	Maersk	Ha11/12 NY11/15
10/27	Steel Architect	Isthmian	Bo11/23 NY11/24
11/8	Laura	Maersk	NY12/8 Ha12/20
11/12	Steel Worker	Isthmian	Bo12/11 NY12/12
11/21	Hulda	Maersk	Ha12/17 NY12/20

DJAKARTA

9/11	Steel Flyer	Isthmian	Bo10/26 NY10/27
9/18	Laust	Maersk	Ha11/12 NY11/15
9/26	Steel Admiral	Isthmian	Bo11/8 NY11/9
10/11	Steel Architect	Isthmian	Bo11/23 NY11/24
10/18	Laura	Maersk	NY12/8 Ha12/10
10/26	Steel Worker	Isthmian	Bo12/11 NY12/12

DJIBOUTI

9/22	Steel Scientist	Isthmian	Bo10/11 NY10/13
9/26	Exminster	Am-Exp	Bo10/17 NY10/19 Pa10/24 HR10/26 Ba10/29
10/7	Steel Flyer	Isthmian	Bo10/26 NY10/27
10/9	Excelsior	Am-Exp	Bo10/29 NY10/31 Pa11/6 HR11/8 Ba11/11
10/21	Steel Admiral	Isthmian	Bo11/8 NY11/9
11/5	Steel Architect	Isthmian	Bo11/23 NY11/24
11/21	Steel Worker	Isthmian	NY12/11 NY12/12

HONG HONG

9/10	Frank	Lykes	Ho10/19 Ga10/20 NO10/22 Mo10/24 Ta12/26
9/18	Marit	Maersk	LA10/11 NY10/26
9/23	Japan Bear	PacFar	SF10/8
10/3	Sally	Maersk	SF10/25 NY11/11
10/5	Dona Aurora	Stockard	NY11/13 Pa11/17 Ba11/19
10/7	Keystone Mar'er	PacFar	SF10/23
10/18	Jeppesen	Maersk	LA11/12 NY11/27
10/24	Igadi	Stockard	NY12/3 Pa12/7 Ba12/9
11/2	Dona Alicia	Stockard	NY12/12 Pa12/16 Ba12/18
11/3	Susan	Maersk	SF11/25 NY12/12
11/18	Maren	Maersk	LA12/12 NY12/27

KOBE

9/17	Frank	Lykes	Ho10/19 Ga10/20 NO10/22 Mo10/24 Ta10/26
9/24	Marit	Maersk	LA10/11 NY10/26
10/9	Sally	Maersk	NY11/11 SF10/25
10/11	Dona Aurora	Stockard	NY11/13 Pa11/17 Ba11/19
10/25	Jeppesen	Maersk	LA11/12 NY11/27
10/30	Igadi	Stockard	NY12/3 Pa12/7 Ba12/9
11/8	Dona Alicia	Stockard	NY12/12 Pa12/16 Ba12/18
11/9	Susan	Maersk	SF11/25 NY12/12
11/24	Maren	Maersk	LA12/12 NY12/27

SHIMIZU

9/11	Johannes	Maersk	SF9/26 NY10/14
9/20	Frank	Lykes	Ho10/17 Ga10/18 NO10/20 Mo10/22 Ta10/24
9/26	Marit	Maersk	LA10/11 NY10/26
10/11	Sally	Maersk	SF10/25 NY11/11
10/13	Dona Aurora	Stockard	NY11/13 Pa11/17 Ba11/19
10/27	Jeppesen	Maersk	LA11/12 NY11/27
11/1	Igadi	Stockard	NY12/3 Pa12/7 Ba12/9
11/10	Dona Alicia	Stockard	NY12/12 Pa12/16 Ba12/18
11/11	Susan	Maersk	SF11/25 NY12/12
11/26	Maren	Maersk	LA12/12 NY12/17

YOKOHAMA

9/15	Johannes	Maersk	SF9/26 NY10/14
9/22	Frank	Lykes	Ho10/17 Ga10/18 NO10/20 Mo10/22 TA10/24
9/30	Marit	Maersk	LA10/11 NY10/26
10/14	Dona Aurora	Stockard	NY11/13 Pa11/17 Ba11/19
10/15	Sally	Maersk	SF10/25 NY11/11
10/31	Jeppesen	Maersk	LA11/12 NY11/27
11/2	Igadi	Stockard	NY12/3 Pa12/7 Ba12/9
11/11	Dona Alicia	Stockard	NY12/12 Pa12/16 Ba12/18
11/15	Susan	Maersk	SF11/25 NY12/12
11/30	Maren	Maersk	LA12/12 NY12/27

*Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal, C.Z.

weather good

Weather has favored 1958/59 coffee crops both in Kenya and Tanganyika. Kenya's 1958/59 crop is now figured at 375,000 bags.

On the menu

Developments among public feeding outlets

New hot drink cup with polyethylene lining called biggest advance yet for paper cups

A new hot drink cup with polyethylene lining, called the most important single product advance since the paper cup industry was founded 50 years ago, has been developed by the Dixie Cup Division of the American Can Co.

W. G. Genné, Dixie vice president in charge of the marketing division, said the cup marks the most successful application to date of a plastic lining to paper. While ordinary plasticized cups are sprayed with material after they have been formed, he said, the new cup is constructed from paper which is coated on the roll.

The new product will be called "Mira-Glaze." It will be available initially in six and eight-ounce sizes, with or without handles, in a brown and white design called "Sparkle."

"The lining of 'Mira-Glaze' has a gloss and smoothness comparable to a mirror and better than most china," Mr. Genné said. "No glue is used; the polyethylene itself serves as a seal for the seam and bottom, creating bonds that cannot be separated without tearing the fibers of the paper. The cup is single-wrap construction, as compared with conventional double-wrap for hot drink cups."

Mr. Genné added that the new product is absolutely tasteless and odorless; that no sidewall penetration and staining occurs; that it will nest closer, thus saving about a third of the storage space required for regular hot drink cups; that the lining is bonded so firmly to the paper fibers that water may be boiled in the cup without harming the thin but strong polyethylene coating.

Guarantees glass coffee bowl for year against breakage

A full year's guaranty against lip or neck breakage or a new bowl free is in effect on its Vaculator "No-Chip" serving decanters, it was announced by Jon Zitz, vice president of sales, Hill-Shaw Co., Chicago.

The warranty, he said, applies whether the "No-Chip" decanter is used on commercial automatic coffee makers, for service from urns, or as a vacuum brewer with upper bowls.

The "No-Chip" feature is a stainless steel armor that protects the entire pouring surface of the decanter against nicking or chipping.

New inland agents for Caribbean line

The Caribbean Line, through their agents, the Mamenic International Corp., has appointed Sealanes International, Inc., Chicago, as inland agents.

Retires as Mooremack traffic manager

Moore-McCormack Lines has announced the retirement of Morrison Pretz, general traffic manager, who was with the line for 40 years.

Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from: Brazil	Others	Total	Visible Supply—1st of Month Brazil	Others	Total
1956							
October	1,424	804	655	1,459	916	654	1,570
November	1,338	650	616	1,266	828	636	1,464
December	1,241	735	651	1,386	903	703	1,606
1957							
January	1,749	917	809	1,726	1,064	655	1,719
February	2,026	906	927	1,833	1,362	611	1,973
March	1,956	1,224	1,060	2,284	1,233	668	1,901
April	1,209	500	528	1,028	729	547	1,276
May	1,431	546	906	1,452	759	663	1,422
June	1,301	544	792	1,336	732	606	1,338
July	1,122	563	550	1,113	545	635	1,180
August	1,588	571	1,044	1,615	599	675	1,274
September	1,290	634	579	1,213	667	645	1,312
October	1,394	721	884	1,605	704	769	1,473
November	1,801	654	962	1,616	650	590	1,240
December	1,790	963	885	1,848	610	1,075	1,685
1958							
January	1,874	674	1,093	1,767	561	723	1,284
February	1,062	281	874	1,155	718	625	1,343
March	1,436	510	1,078	1,588	605	643	1,248
April	1,548	578	923	1,501	615	496	1,111
May	2,010	688	1,162	1,850	768	513	1,281
June	1,654	480	821	1,301	1,007	533	1,540
July	1,253	462	1,056	1,518	779	609	1,388
August	1,114	419	709	1,128	671	433	1,104

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

Roastings for solubles lead overall gain in first half of 1958

Coffee roastings during the first half of 1958 totaled 10,467,000 bags—an increase of 223,000 bags (2%) over the amount roasted in the first half of 1957 and 390,000 bags (4%) more than second half 1957 roastings, according to Robert W. Burgess, director of the Bureau of the Census, U. S. Department of Commerce.

Roastings for soluble coffee showed somewhat larger gains during the same period. In the first half of 1958, roastings for soluble coffee amounted to 1,849,000 bags, an increase of 114,000 bags (7%) over first half of 1957, and 132,000 ((8%) over the second half of 1957.

The proportion of roastings for soluble use to total roastings continued to increase in 1958, although at a smaller rate.

Roastings for soluble use during first half of 1958 accounted for 17.7% of the total amount roasted during the period, compared to 17.0% in 1957, 16.0% in 1956 and 12.3% in 1955.

Imports of green coffee during first quarter of 1958 amounted to 4,770,000 bags, a decrease of 1,473,000 bags (24%) from imports in the same period of 1957.

April and May, 1958, imports, totaling 3,946,000 bags, were at a substantially higher rate than in the same months of 1957, but not enough to offset the substantial first quarter decline. As a result, green coffee imports for the first five months of 1958, at 8,716,000 bags, were still down 550,000 bags (6%) from the 9,266,000 bags imported during the comparable 1957 period.

Inventories of green coffee in the United States on June 30th, 1958, totaled 2,349,000 bags, a decrease of 532,000 bags from June 30th, 1957, stocks.

June 30th, 1958, green coffee stocks, were only 42,000 bags above the March 31st, 1958, level of 2,307,000—the lowest quarterly stocks reported in this survey since 1955.

Colombia, Brazil produce two top beauties in Miss Universe contest

What is the connection between beauty and coffee?

That is what the judges at the Miss Universe competition in Long Branch, California were asking when they toted up their scorecards and found that Colombia and Brazil, the world's two top coffee-growing countries, had also produced the two top beauties of 1958.

Taking a coffee-break to relieve the tension of the final round of judging, Luz Marina Zuloaga, of Colombia, who was crowned "Miss Universe," could not fully explain the connection, and neither could her frst lady in waiting, Adalgisa Colombo, of Brazil.

"Of course," one declared, "we have always drunk lots of coffee, ever since we were little girls. All Latin Americans do. Maybe it helped."

"And it could be the climate that is healthful for coffee, is also most healthful for people, too," the other added.

On one thing the pair did agree: U. S. coffee could be better. The coffee served in Latin America is a rich, full-flavored brew. By comparison, the girls felt that most of our coffee is a weak and watery concoction.

"You will enjoy it more if you put a little more coffee in the pot and not so much water," was their advice to U. S. coffee drinkers.

Pre-ground bagged coffee ousts store mills in Topco chains

Coffee grinding machines will disappear in 670 giant supermarkets as pre-ground, bag-packaged Gaylord and Mello-Sip coffee are introduced by Topco Associates, Inc., Chicago, distributors of exclusive brand grocery products to 31 regional chains.

Robert W. Risteen, Topco coffee products manager, reported that the transition from whole bean to pre-ground bagged coffee and removal of grinding machines will be completed in 14 member chains by October 1st, and in the remaining 17 by the end of the year.

Topco is the first large chain group outside the South to supply pre-ground bag-packaged coffee in special bags to ensure freshness. Mr. Risteen said the bags, pliofilm-lined and heat-sealed, are dated to be moved within two weeks after grinding.

Mr. Risteen said this innovation in coffee merchandising "retains the distinct economy of bag packages, yet does away with the drawbacks of in-store grinding. Both shoppers and store operators will be relieved of spillage, soil, water and excessive space requirements associated with grinding machines."

He pointed out that the pliofilm protected pre-ground coffee retains freshness just as long as whole-bean coffee packed in conventional bags.

Both the Gaylord and the Mello-Sip packages were designed by Morton Goldsholl Design Associates, Inc., Chicago. Bags are supplied by American Bag Co., Philadelphia.

Mr. Risteen said Topco broke the tradition of "unexciting" package design for bagged coffee. "We decided to switch to lively, colorful packaging along with the switch to convenience in bagged coffee," he noted.

The Mello-Sip package features an animated "morning sun" design on a predominantly blue bag with brown, yellow and white on a red-orange background pictures a stylized coffee mug.

Mello-Sip and Gaylord Coffees in the new pre-ground packs.

Both brands are being supplied in regular and drip grinds, all in one-pound packages. Topco also supplies its members with canned and instant coffees, under both the Food Club and Elna labels.

Fred Meyer, Inc., of Oregon, will feature the coffee under the My Te Fine and Vale labels. The Penn Fruit Co., Philadelphia, will offer its Embassy brand, as well as Gaylord and Mello-Sip, in the pre-ground form.

Peabury Coffee ups sales 25% with new Lamowhite coffee bag

A 25% sales increase has been registered by Cuban Coffee Mills, Shreveport, La., since it adopted a sparkling Lamowhite bag to package and merchandise its Peaberry Coffee.

The half-pound Lamowhite bag, manufactured by the Flexible Packaging Division of the Continental Can Co., is composed of two bags—a glassine liner which retains the coffee oils and a bright white outer kraft bag, covered by acetate.

Reverse-printed on the underside of the acetate is the bag's green label. The outer side of the acetate protects the printed design and catches the available light wherever it is displayed, providing extra eye appeal.

According to officials of Cuban Coffee Mills, the Lamowhite bag "stays cleaner, looks more attractive and has a fresh appearance even after being hauled in trucks for many miles."

Equipped with steel ties, the bag is hand packed. Peaberry Coffee is distributed in northern Louisiana, eastern Texas and southern Arkansas.

key problems on world coffee agreement

(Continued from page 67)

exports. Officials said that the United States position on this remains unchanged."

The "warning" by Brazil that it can more than match Africa on prices, if it had to, was seen in the sale by Brazil of 260,000 bags of low-grade government-owned coffee to the General Foods Corp.

The Instituto Brazileiro do Cafe declared in a press release that the coffees were IBC stocks from the 1954/55 crop and would be used by General Foods exclusively for soluble coffee.

Shipments will be limited to 10,000 bags a week, and prices will fluctuate with the New York market, with normal discounts for quality.

IBC declared the coffees were otherwise unsalable and were not competitive with any stocks from other crops. They would take the place of coffees from other sources usually used in solubles, IBC said, adding that the operation was highly beneficial to Brazil and involved no unfair trade practices.

Brazil's Finance Minister, Dr. Lucas Lopes, indicated that IBC would sell no more of its coffee abroad, nor would any be sent overseas for sale on consignment.

The revised draft of the expert quota plan was worked out by Latin American representatives to the International Coffee Study Group in nearly four days of almost continual meetings.

The new plan calls for Brazil to withhold 40% of her 1958/59 exportable production, and Colombia 15%. This is unchanged.

Other producing countries, however, are no longer required to retain a blanket 10%. Under the new plan, they would withhold from export 5% of the first 300,000 bags of exportable production, and 10% of production above that level.

The plan was accepted last month by 12 of the 15 Latin American producing countries, with representatives of the other three—Panama, Cuba and Peru—awaiting instructions from their governments.

Colombian Ambassador Dr. Jose Gutierrez-Gomez, head of the group which worked out the plan, said it covers 98½% of all Latin American coffee production, and will result in 11,500,000 bags being withheld from export during the current marketing year.

If all African producers should accept the plan, about another 1,000,000 bags would be held back from export.

The withholdings would mean that available production would about balance demand, observers said.

Advocates of the plan hope it will check the decline in coffee prices brought on by the mounting surpluses.

Last month retail coffee prices dropped another 2¢ to 4¢ a pound, putting bag-packed chain store levels at 65¢, the lowest in eight years.

Over the past year, roasted declines have amounted to 14¢ a pound. The level last month was 54¢ a pound under the $1.19 peak reached after the 1954 frost in Brazil.

Green coffee prices have dropped from the more than 90¢ a pound in 1954 for Brazils, to about 42¢ a pound in the shipment market last month.

Loans of $158,000,000 to Brazil were announced by the United States Export-Import Bank and by 12 private banks to permit Brazil to maintain "essential imports" of United States goods between now and the end of the year. The $100,000,000 credit from the Export-Import Bank will be repayable at 5% over a five-year period beginning in January, 1962. The commercial bank credits, totaling $58,000,000, are repayable over a three-year period.

The loans may provide a "mere breathing spell," according to New York Times reporter Tad Szulc, writing from Rio de Janeiro.

"Financial experts say that unless the coffee picture improves substantially, or a solution is found for the oil problem, these loans and simultaneous agreements by New York bankers to delay payments on outstanding loans of $200,000,000 that are due next year and in 1960 will not go far enough to save Brazil from catastrophic deficits this year and in ensuing years," he stated.

The Soviet Union announced last month that it was willing to become one of the permanent suppliers of crude petroleum to Brazil in exchange for coffee and castor oil.

An experimental transaction between the two countries—1,500,000 barrels of oil for cocoa—is now being completed.

better brew time

(Continued from page 70)

job for better brewing, reports the NCA News Letter. Not only will its packages carry the approved brewing instructions, but the firm will also supply attractive shelf cards promoting the brewing message. The company has urged all grocers to use the campaign slogan, "Good Coffee Deserves Good Brewing," in their advertisements.

Housewives are happy about the campaign, too, NCA said. They are definitely in favor of the brewing recipe on every coffee package. This is revealed in the first returns of a survey conducted by NCA and CBI among the delegates to the General Federation of Women's Clubs convention this year.

To date, 87% of those who responded to the survey questionnaire said they would consider brewing instructions on every coffee package a welcome service to consumers.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

pepper in the America's

By WILLIAM F. DOBBINS, Import Division
Foreign Agricultural Service
United States Department of Agriculture

Can pepper be grown profitably in the Western Hemisphere? Here's a USDA answer, as summed up for Foreign Agriculture.

Two dollars and sixty-five cents for a pound of pepper? When pepper soared to this peak in 1950, one might have asked if history were repeating itself, for in times past pepper has been valuable enough to be used as money. Alaric the Goth demanded 3,000 pounds of pepper as part of the ransom for Rome. Bequests of wealth in the form of pepper were not uncommon, peppercorn rents not unusual. And the exorbitant price of pepper during the Middle Ages was one of the things that drove the Portuguese to seek a sea route to the East Indies. Yet in 1939 pepper sold wholesale for as low as 4¢ a pound, and today the average price is only about 27¢.

The history of pepper has been characterized by these wide and violent price fluctuations. Though the world's most important spice, the supply of pepper has been a highly unstable one. High prices always stimulate new plantings, which later lead to over-production and low prices. Plantings are then neglected or abandoned, thereby causing shortages and high prices again—and the start of a new cycle.

Most of the pepper entering world trade channels is produced in Indonesia, Sarawak, and India. During World War II, the Japanese occupied Indonesia and Sarawak, destroyed the pepper vines, and replaced them with food crops. Those gardens not destroyed were neglected, since there was no outlet for the commodity. By the end of the war, destruction and disease had almost eradicated the pepper industry from these important producing areas. India, on the other hand, became a very large producer during these years and virtually monopolized the industry, until recently.

By the time the war was over, pepper supplies in the United States and other importing countries had dwindled

Pepper from Asia grows in Puerto Rico as well as in other parts of the Americas. Experiments by USDA technicians produced enough plants for field trials.

to a low level. Fortunately, the United States had stockpiled a large reserve prior to its entry into the war. Despite the practical cessation of imports, serious shortages were delayed until the postwar years. Imports were resumed, but not in sufficient volume to keep up with demand. With inadequate world supplies, prices began to rise and a new cycle was begun.

At this point, agriculturalists began probing into the problem of growing pepper in the Western Hemisphere. Brazil had already had some success with its cultivation. What about other Latin American countries with tropical climates—might not pepper be a profitable crop for them?

This led scientists from the U. S. Department of Agriculture to explore the possibilities of establishing the

pepper vine in Puerto Rico. The introduction of Asian varieties was difficult, since seed-grown stock did not produce true to type and cuttings failed to withstand the hazards of ocean shipping. However, by applying newer methods than those used in the Far East, USDA technicians produced enough plants for field trials in Puerto Rico.

Experiments are still going on at the island's experiment station in Mayagüez. What the scientists are trying to determine is whether commercial pepper production is feasible It is known now that pepper will grow and produce fruit in Puerto Rico, but cost of production, yield, disease resistance and other factors have not yet been determined. It may be several years before any definite conclusions can be reached.

So far the only real success in the growing of pepper in the Americas has been in Brazil's Amazon Valley. In 1956, the United States imported 110,000 lbs. of Brazilian pepper, and 492,000 lbs. during the first ten months of 1957.

Brazil's start

While commercial production did not start in Brazil until 1948, the first plants were brought there from India about 25 years ago. They were planted on land granted the Nippon Plantation Co. In 1942, when Brazil entered the war against Japan, this Japanese-controlled plantation was taken over by the State Government of Pará. But even though the Japanese immigrants were interned, they continued to maintain their plantings.

After the war, Brazil's pepper industry boomed. Domestic prices were high and there was a sure local market for at least 2,000,000 lbs. The Japanese-Brazilian growers grew prosperous. Today the picture is nowhere near as bright. Pepper prices have dropped again.

Pepper is well suited to the Amazon Valley. Although most of it is grown in Pará, there is some production in the States of Paraíba, Espírito Santo, and Ceará. The vines are grown on well-fertilized and well-drained soil that can be readily irrigated in order to protect the shallow-rooting plants from extreme heat. They commence bearing in two years, with full production in three or four years.

During 1957, Brazil's production reached about 4,000,000 lbs. Some 95% of this was black pepper, the remainder white pepper.

Actually, both black and white pepper are products of the same plant. If black pepper is desired the harvesting is done as the fruit turns red. Spread on mats to dry, the berries become shriveled and black. If white pepper is to be the end product, the fruit is harvested at a later stage of maturity, soaked in water to loosen the outer skins, then sun-dried.

In past years, white pepper has sold at a premium over black, but with the current declining prices, the margin between the two has narrowed. Most of the pepper now being produced in Brazil—and elsewhere—is black.

While a start has been made toward establishing the pepper industry in the Americas, it is still too early to say what the *long-term* outlook will be. But the *immediate* outlook is not encouraging. Currently, there are ample supplies available in the Far Eastern pepper-growing countries, and prices are low. To establish a new crop takes time and money; and whether a pepper crop can be made to pay in face of higher labor costs in the Americas is somewhat dubious. Certainly, few Latin American farmers would be willing to gamble on pepper when they can make more money from cacao and coffee.

Yet there is much to be said for the production of a small but stable pepper crop in the Western Hemisphere. Let there be another crisis in the Far East, and pepper supplies would be cut off again. Pepper is not essential to one's well-being, but few cooks would be without it. Certainly Americans would be the first to complain. Latin American foods are spiced with pepper. And while the United States has a less highly seasoned palate, this country, with its larger population, imports more pepper than any other country in the world, and each year accounts for 15,000 tons of the 65,000-ton world consumption.

Fritsche elects officers, directors

At the annual meeting of the stockholders of Fritsche Brothers, Inc., New York City, the following were elected directors of the company:

John L. Cassullo, Frederick H. Leonhardt, Jr., Ernest Guenther, William H. Mathers and Ellis F. Merkl.

At the annual meeting of the board, following the stockholders meeting, these officers were named:

John L. Cassullo, president; Frederick H. Leonhart, Jr., vice president; Ernest Guenther, vice president; Edward E. Langenau, vice president; Ellis F. Merkl, secretary and treasurer; A. J. Hemminger, assistant secretary; and E. C. D'Andrea, assistant treasurer.

Indonesia encourages clove production

Indonesia has launched a program to encourage the production of cloves, it is reported by Foreign Crops and Markets.

San Francisco Samplings

By MARK HALL

■ ■ This is a day when the green man finds it not too easy to do business. Prices are falling or very weak, he can't buy ahead, and the best he can make is ¼%. Some firms are closing their offices and others are contracting their organizations. In the history of the coffee business, this has probably happened before, but that is no consolation to the green man now. Every line of agriculture has its cycles, but products that grow on trees unfortunately have a longer one.

In contrast, the situation favors the roaster. He loses on a rising market because his increases in price lag behind the prices he pays for green coffee. In a falling market, his price changes for roasted coffee may lag somewhat behind what he pays for green coffee, and with coffee pressing for sale he does not, to the same extent, have to buy for future delivery, but can wait until the ship is about ready to enter the harbor.

Consignments seem to be over, according to local green men. It is possible that there may be some undercover deals of this kind, but not on such a large scale as the recent operations. The supply of low grade coffee from Brazil will permit them to throw large quantities on the market, when they deem it wise to do so, and possibly act as a threat to Africans. Indication of this is the purchase of a large quantity of low grade Brazils by General Foods.

As of the time of this writing, there seems to be the usual squeeze on prices, causing a rise. This movement happens every year, this time a little early, while last year it came somewhat late. The cause: the in-between season for Colombians and Centrals, with the former's surplus stocks in strong hands. It is reported that Centrals will come in earlier this year.

While the general concensus of opinion is that with the tremendous surpluses on hand and in the making, prices will continue weak and work downward, yet for the immediate future all is dependent on how effectively coffee producing countries, including Africa, can work out a program of quotas—and then adhere to them.

■ ■ Miller M. Riddle, well known in the tea trade, and western divisional manager for Thomas J. Lipton, Inc., died last month at Mills Memorial Hospital, San Mateo. He had been ailing for some time. Mr. Riddle was 58 years old, and had been 22 years with Lipton's, beginning as a salesman in San Jose and advancing to the position he held when he died.

Mr. Riddle was very active in civic affairs, and was an outstanding sales executive. He was a member of the Sales Executive Association, the Sales Managers Club, the Elks, had been on the vestry of St. Peters Episcopal Church of San Mateo, and was president of Western States Tea Association.

He was personally very popular, had many friends in the tea trade, and was always there at the WSTA luncheons, or at their picnics, entertaining the group with his humor and good fellowship.

His loss will be felt and his memory cherished by all those who had the privilage of knowing him.

He leaves his widow, Dicie, two children and several grandchildren.

■ ■ On the recommendation of Larry Meyers, WSTA had as its guest speaker Eric Livingston, president of the Crane Chemical and Pest Control Co. The source of interest in what he had to say centered around his experiences encountered during a recent visit to the Middle East and Europe. Mr. Livingston emphasized one point—that with skyrocketing birth rates, bursting city populations, crowded factories and insufficient housing, sanitation becomes increasingly important.

President Charlie Montague presided. Much of the discussion was focussed on the picnic.

Respects were paid by WSTA to Miller Riddle, a past president.

■ ■ Gordon Yates, of Schillings, visited the main office of McCormick & Co. last month at Baltimore.

■ ■ Doug Wood has severed his connection with Internatio-Rotterdam, Inc. Jan Vouk will continue as manager of the coffee department of the company.

■ ■ Leo Cavasso, with Bunge Coffee, Inc., until that company discontinued its coffee business, is now operating under his own name at 210 California Street. He is acting as an agent and broker, representing a number of New York coffee importers in this area.

■ ■ Stanley Onellion continues his roaster business with offices at 210 California Street. He operates under the name of the Onellion Coffee Co.

The U. S. Coffee Co., of which he was formerly an official, has been liquidated.

■ ■ Harold King, Vic Howard and H. L. C. Bendiks, Inc., who were in the process of making 9 Main Street a new coffee center will have to move, because the Southern Pacific is taking over the building.

■ ■ The Alexander interests and Morris Buckingham have bought out Alan Ehrhardt, of the Alexander Balart Co. Buckingham will become president and general manager. He has acted as sales manager for some time.

■ ■ Jack Schimelpfenig, with the Mrs. and their four children, left San Francisco early this month for Santos. They had a few days at New Orleans and then left on the steamer Del Norte. Jack is taking a new administrative position with Anderson Clayton & Co., and will be stationed in Santos for

(Continued on page 97)

THE EFFICIENCY EXPERT

By Mark Hall

See "Mark my word" on Page 79

New York News

■ ■ The weekend outing of the New York City Green Coffee Association, set for September 12th-14th at the Shawnee Inn, Shawnee, Pa., became much more than an outing.

It was the fall meeting of the association, had a business session on Saturday morning, and was designated the event marking the 35th anniversary of the organization.

About 200 people, coffee men and their wives, were expected at Shawnee.

Speakers scheduled for the Saturday morning session were John F. McKiernan, president of the National Coffee Association, and A. J. Pasch, chairman of the Latin American Freight Conferences.

■ ■ Earlier in the month, at its annual meeting, the New York City Green Coffee Association reelected Fred C. Byers president for the coming year.

Other officers named were J. M. Clark, vice president, and J. G. Cargill, treasurer.

Elected directors for the term ending September, 1960, were F. E. Barnard, John Heuman, Charles Leister, A. L. Ransohoff and R. A. Sutherland.

E. D. Gillies, who had been nominated, sent a letter of withdrawal, but too late for a substitute to be nominated. The resulting vacancy will be filled by the board of directors at its organization meeting this month.

Elected to the adjudication committee were W. L. Bolte, C. J. Hughes, J. H. Naumann, C. T. Ney, J. H. Scholtz, H. F. Sneden, J. F. Sullivan and R. F. Wear.

Alternates to the adjudication committee are C. B. Fongaro, W. L. Korbin, Jr., Torben Nielsen, Paul Ritter and R. W. Schlegel.

Named to the nominating committee were Leon Israel, Jr., R. B. Sasseen, C. F. Slover, H. H. Whaley and George E. Kimpel.

A vacancy on the nominating committee was left by the death of Mr. Kimpel. The committee will name a substitute.

■ ■ The trade is mourning the sudden death of George E. Kimpel, vice president of the Woolson Spice Co., Inc., in charge of the green coffee office on Front Street. He was 49.

With Woolson Spice for 21 years, Mr. Kimpel was active in industry affairs. He had just been elected to the nominating committee of the New York City Green Coffee Association.

Before going to Woolson Spice, Mr. Kimpel was associated with Louis Seitz, a green coffee house.

Surviving are his wife, Mrs. Marie Kimpel; a son, George A.; and a daughter, Virginia A.

■ ■ The Green Coffee Bowling League gets underway later this month. The competition will be at the Bowlmor Recreation Arena on Thursday nights at 8:15 p.m., starting September 25th.

Fred Kohn, chairman of the activities committee of the Green Coffee Association, reports that the Bowlmor alleys have been completely renovated, with better lighting and other facilities. The alleys now have fully automatic pinspotters.

Only ten teams will compete, a limit imposed by space. Entries are being accepted on a first come, first serve basis, with preference to last year's teams.

"It is our intention to continue the practice, begun last year, of awarding a team trophy to the winning aggregation," Fred Kohn points out.

■ ■ Up for associate membership in the New York City Green Coffee Association is the Moller Steamship Co., Inc.

Moller, agents for the Maersk Line, has been bringing in tea from Far Eastern ports for many years. Recently a new coffee service was inaugurated between West African and U. S. Atlantic and Pacific Coast ports.

The company opened a new terminal in Brooklyn a few months ago, with 270,000 square feet of covered space beneath a single roof, to facilitate the increase in cargo handling.

As this corner noted last month, Edward F. Trainor handles freight solicitation in the coffee trade for Moller.

■ ■ The Mamenic Line has moved its West Coast Central America service from the foot of 53rd Street, Brooklyn, to Pier 16, New York Docks, Brooklyn.

The move was made to consolidate the West Coast service with the Caribbean Line's service to the East Coast of Central America, for which Mamenic International is now the agents.

■ ■ The Lawes Louring Corp. has been named general agents for the newly organized Central American Line (Linea Centroamericana), offering weekly service to New York from Puerto Barrios and Santo Tomas, Guatemala; Puerto Cortes, Honduras; and Belize, British Honduras.

The northbound service begins with the sailing of the Vindeggen from these ports in mid-September.

The New York discharging berth is Pier 20, East River.

The principals of the Central American Line, A/S Ostberg Line, Ltd., Oslo, Norway, declares the service will use fast modern vessels which will cut ocean time.

Lawes Shipping personnel who have been serving importers for the past six years are continuing with Lawes Louring, which will also represent the line in Central America

■ ■ Premiums for use by coffee and tea packers were among those shown at the recent New York Premium Show.

Among the exhibitors at the four-day show sponsored by the Premium Advertising Association of America were such standbys as the Cory Corp., David Douglas & Co., Inc., Silex Co., and Wear-Ever Aluminum, Inc. with their new lines of coffee and tea makers.

■ ■ Application for membership in the Green Coffee Association of New York City, Inc., has been received from the Guatemala Coffee Bureau.

Heading up the New York office is Jorge Nanne, who will also represent Guatemala in the Pan-American Coffee Bureau.

Mr. Nanne is by no means new to this country. He is a graduate of Santa Clara College. His grandfather, William Nanne, was one of the first nine pioneers to settle in California, arriving there December 23rd, 1849.

Mr. Nanne has had a long background in coffee. He was president of Credito Hipotecario, of Guatemala, a banking and finance organization, and general manager of the Instituto de la Produccion en Guatemala (Guatemalan Institute of Production), an organization covering industry and agriculture, including coffee.

Mr. Nanne indicated that the purpose of the New York office was to foster closer relations between U.S. importers and packers and Guatemala.

New Orleans Notes

By W. McKENNON

■ ■ W. B. Burkenroad, Jr., vice president of J. Aron & Co., Inc., is back at his office after spending a month's vacation at his summer home at Pass Christian.

■ ■ Phil Ricks, of Adolph C. Ricks & Co., with his family, have returned from a trip to New York City.

■ ■ L. W. Snow, sales manager of the American Coffee Co., has returned from a trip to Florida. He supplied the Piggly Wiggly 42nd national convention here with 250 "Fun With Coffee" recipe books, imprinted with the French Market Coffee Co. insignia.

■ ■ Ed J. Ganucheau and Coleman W. Hull, of J. Aron & Co., Inc., are on vacation for several weeks.

■ ■ The New Orleans Green Coffee Bowling League has been organized, with ten teams, including 70 members, signed up for 30 weeks' bowling.

■ ■ Adolph C. Ricks and family have returned from a vacation trip to Denver, Colorado.

■ ■ Robert A. Muller returned to his desk at J. Aron & Co., Inc., after spending his vacation with his family, visiting Washington, D. C., and Virginia.

■ ■ Dave Bingham and Claude Ferebee, formerly with Waples Platter, Dallas, were visitors to the trade here recently.

■ ■ Bill Morgan, who was formerly with W. D. Roussel & Co., Inc., is now associated with the Board of Trade.

■ ■ Frank Yarborough, of the Yarborough Coffee Co., Corpus Christi, Texas, has returned home after visiting the trade in New Orleans.

■ ■ W. D. Roussel & Co., Inc., has moved to a new location at 304 Board of Trade Annex.

■ ■ Word has been received here that Bill Buse, who was formerly with Volkart Brothers in their Swiss office, is now associated with the Carl Borchsenius Co., Inc.

■ ■ J. J. Voelkel, Jr., and Nei A. Bryning, of the Douglas Public Service Corp., have returned from a business trip to New York City.

■ ■ Joseph Harth, of Honduras, was a visitor to New Orleans.

■ ■ W. H. Kunz, of W. H. Kunz & Co., and Mrs. Kunz have returned from an extensive trip through Europe. A highlight was the christening of their grandson, Christopher William Boule, in Paris.

■ ■ Douglas Schere, of the Douglas Public Service Corp., has returned from a business trip to Dallas.

■ ■ George W. Dodge, vice president of the American Coffee Co., with Mrs. Dodge and their youngest son, have returned from a visit to Ashville, N. C., Washington, D. C., and New York City. George W. Dodge, Jr., and Richard Dodge, the two older sons, are presently touring Europe.

■ ■ E. P. Bartlett, Jr., of the American Coffee Co., is back from a vacation on the Gulf Coast.

■ ■ Charles Howell, manager of Agencias Unidas Guatemala, died at the Oschner Foundation Hospital here in August.

Chicago

By HARRY LANE

■ ■ The 33rd annual golf outing of the Chicago Coffee Club was held at the Rolling Country Club, Tuesday, August 19th, with 114 present at the dinner and 76 members and guests playing golf. Low gross was won by Dave Howland and hole-in-one by Joe Pickle.

Eugene N. Crowson, foreign freight agent of the Illinois Central Railroad in St. Louis, who captained the St. Louis coffee men, came up to meet the Chicago Club champions and tied them in the golf match. The St. Louis champions were Joseph McKenna, Harold Schmidt, Walter Sipp and Bill Byrne.

Bob Swanson handled the prizes in his usual breezy manner and kept everybody happy with his fast work in the distribution. President Donald Stewart, Vice President Alex McNaughton, Treasurer Mason Tilden, and Secretary Carl Strom of the Chicago Coffee Club, were all on hand. Directors George Kasper, Jr., E. A. Christensen, W. C. Becker, Dan Lyons, Bob Richheimer and Tom Hellyer were kept busy with the days activities.

A. M. Alvarez, Houston, Texas, agent for the Nopal Lines, came the longest distance to attend the golf party. He also reported that Walter T. Bown, former Chicago coffee broker, was active in the Houston coffee trade and sent his regards to all his Chicago friends.

■ ■ Captain Paul Duffy has been transferred to the Great Lakes territory for the Farrell Steamship Lines. Stan Wiggins, of the Chicago office, who was at the golf party, reported this to the trade. Captain Duffy is moving his family from Philadelphia, and has bought a home in Lincolnshire Village. He has been in Africa and many foreign countries for the Farrell Lines, and is well known to the coffee trade.

■ ■ The Chicago trade is congratulating Sanford Cohn, secretary of the Superior Tea and Coffee Co., as father of a baby girl named Janet. This makes three boys and one girl in the family.

■ ■ H. J. Schmidt, sales manager of the RC Can Co., St. Louis, and member of the golf team from the St. Louis Coffee Club, reports Richard Fanning has been named production manager of the Milwaukee plant of RC Can, coming from the Arlington Texas plant of the company. Earl Transue is manager of the Milwaukee plant. The Memphis factory of RC Can has opened a branch plant in Atlanta, Ga. under Henry Fienup's direction.

■ ■ Captain Davy Jones was at the golfers dinner party. He is Midwest representative of the Isbrandtsen Co. Steamship Lines.

■ ■ Mike Kavanaugh, well known member of the Stracham Shipping Co.'s Chicago staff, and Chicago coffee trade veteran, was on hand for the annual festivities.

■ ■ Allen Gretsch was on hand to meet his many friends and tell them about the new EZ Cap that he is handling for the Trio Metal Cap Co. for this tersitory.

■ ■ L. L. Anderson, western manager of Baker Irons and Dockstader, Inc., international contractors, was on hand to meet his many friends in the trade.

■ ■ Stewarts Private Blend Coffee Company has added a new line, named Bar-B-Que sauce, which they are boosting with a newspaper advertising campaign.

■ ■ The Grocery Manufacturing Sales Executives of Chicago held their annual golf tournament at the Rolling Green Country Club, with a capacity attendance from the food trade.

■ ■ Topco Associates, Chicago, have added two new brands to their coffee lines, Gaylord and Mello Sip, preground bag-packaged coffees for the jobbing trade and supermarket stores.

■ ■ Leaving his own obituary,

Michael J. Kelly, 73, died at his home after an illness of three months. Among his effects, the family found this statement:

"Requiem high mass for Michael J. Kelly will be offered at . . . . in Holy Name Cathedral. Burial will be in All Saints Cemetery. Mr. Kelly was the supervisor in the sales department of John Sexton & Co., where he had been employed for 45 years before he retired in 1955. Surviving are his widow Francis M.; a daughter Mrs. John P. Wiet, and a son Michael, Jr. Mass will be at 10 a.m. Monday. The body will be in the Kelly home beginning Friday evening."

■ ■ Walter F. Straub, president of the W. F. Straub & Co., Chicago, packers of Lake Shore Products, has returned from two months overseas trip, going both ways by plane. He reported the Brussels Fair is worth while and the American Pavilion is an outstanding exhibit.

■ ■ Paul Rosenbaum, well known beverage vending machine manufacturer, has been named chairman of the board of the recently organized Interstate Chicago United Coffee Corp., with offices at 1050 West Congress Parkway. Robert Harrison of the Oakland Square Theater is president of the company, Robert Lubliner, vice president, Jack Clark, treasurer.

Mr. Rosenbaum is also head of the Interstate Chicago Corp., which handles the central territory for Interstate coffee vending equipment.

The Interstate United Co., of which Mr. Rosenbaum is also chairman, is headed by Ronald Wolff, of Franchon Marco Theaters, and Don Chappellet, of Los Angeles, is secretary. This company handles the national distribution of the equipment.

Other distributing companies have been organized in Buffalo, N. Y., and Wheeling, W. Va., to handle the coffee vending equipment.

San Francisco

(*Continued from page 93*)

some time. Bill Fenerin and Pete Larrico will carry on.

Jack took a prominent part in coffee affairs here, was considered one of the coming young men, and his many friends will miss him. They wish him the best of luck.

■ ■ By dialing Yukon 2-9700, you can receive inning by inning information on the Giants baseball scores. This is a new service installed by Folger's Coffee.

■ ■ Bob Sowell, advertising manager at Folger's, was one of the key speakers at the Idaho Food Dealers Association seminar, held recently in conjunction with the University of Idaho at Moscow.

■ ■ Tony Moro, of W. R. Grace & Co., was in New York last month on business.

■ ■ George McCord was released from the hospital, spent some time at home recuperating, and is now back on the job. Harry March, too, was in the hospital last month. Both men are with Grace Lines.

■ ■ Ed Spillane underwent an operation at the Palo Alto Hospital last month.

■ ■ Jack Hornung, of Tenco, informs us that his company is now in the process of selecting a site for the packaging and blending of their soluble coffee. Powders will be shipped here from Linden, N. J., El Salvador, Mexico and Guatemala.

CSA elects Boggild president; per capita rise in consumption seen

Carl C. Boggild, of W. H. Schwartz & Sons, Ltd., was elected president of the Canadian Spice Association at the 13th annual meeting, held at Lake of Bays, Ontario.

The meetings were reported well attended by representatives of virtually all the main spice grinders and brokers in Canada.

J. A. Opitz, Norda Ltd., was namd vice president; J. Lewis, Halford-Lewis Ltd., secretary; and J. V. R. Boudrias, Boudrias Freres Ltd., treasurer.

Elected directors were W. T. Kennedy, Blue Ribbon Ltd.; Ken McLaren, Young-Winfield Ltd.; R. P. Singer, E. S. Thomas & Co. Ltd.; Ken Keith, Wilson & Keith; W. Goetzel; Walter Goetzel; C. A. Clements, The Thomas-Williams Co.; P. L. Webb, G. E. Barbour & Co. Ltd.; J. W. Shannon, Nabob Foods; *ex officio* George T. Hillier, Blue Ribbon Ltd.

The industry generally reported an increase in per capita consumption of spices in Canada.

CSA is continuing its public relations campaign to further interest in spices.

D&O celebrates 160th anniversary; progress parallels growth of country

Dodge & Olcott, Inc., New York City, is celebrating its 160th anniversary in October.

The company was established in 1798, during the administration of John Adams, second president of the United States.

Dodge & Olcott is the oldest company in America specializing in the manufacture and merchandising of essential oils, aromatic chemicals, oleoresins, seasonings, flavors and perfume bases for the food, cosmetic, drug, soap and industrial odorant industries.

The growth of the essential oil industry has been in direct proportion to the vast progress and development of the industries it serves. Medicines, cosmetics and perfumery originally imported into the young colonies are now manufactured here in tremendous quantity and variety, and the industry that flavors and/or perfumes them has grown accordingly.

Food industry technology is growing at such a rate that flavor and seasoning suppliers must keep in constant touch with the processor to keep abreast of new requirements. The type of flavoring compound used, for example, in a frozen pie, an aerosol syrup, or in a pre-cooked canned stew bears little resemblance to products found on the kitchen spice shelf in earlier years.

Canning, freezing, radiation sterilization, dehydration, dehydro-freezing, aerosol packaging—all carry further demands on the flavor chemist.

India to set up spice research station

The Indian Central Spices and Cashew Nut Committee has agreed to establish a Spices Research Station in Coorg, Mysore State, according to the U. S. Department of Agriculture's Foreign Crops and Markets.

The station will be financed by the Indian Council of Agricultural Research and will be controlled by the Mysore government.

It will maintain a world collection of spices of commercial and scientific value. It also will survey the spice-trading areas of the country and implement programs for crop improvement, including investigation in manures, hybridization, pests and disease control.

The station will be located in the center of the Mysore, Madras and Kerala spice growing area.

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